

Procedure	SPONSORSHIPS
Division	School of Medicine
Department	Business Operations
Issued	September 15, 2014 (Reviewed Internal Audit 12/22/14)
Revised	
Policy Reference	UCR EPAY Business Rules
Forms	Sponsorship Request Form

Summary

The UCR School of Medicine (SOM) sponsors a select number of events that are strongly aligned with its mission of addressing the health care workforce shortage and improving the health of the community. The sponsorship program follows a thorough process of evaluating sponsorship opportunities. The opportunities that are ultimately funded must make a positive impact on our communities. To facilitate the process, we ask that one sponsorship request be submitted per organization per fiscal year. We will not accept multiple sponsorships from the same organization; therefore we ask that you look at your sponsorship needs as a comprehensive request for sponsorship.

Sponsorship Guidelines

A sponsorship is defined as direct financial or in-kind support for special events, and may include (though not limited to) nonprofit agency fundraisers (breakfasts, luncheons, dinners, walk/run), speakers series/lectures, health fairs, or other community outreach that closely align with the UCR SOM mission, vision and strategic plan.

As a publicly-supported academic program, UCR SOM does not maintain a private foundation, nor does the institution award grants. The SOM cannot support political action committees, ballot initiatives or political campaigns.

Criteria for Consideration

Requests must meet University policies and procedures and promote SOM's effective community engagement strategies, as managed by the following units:

Community and Government Relations

Emphasis: Academic preparation, collaborative partnerships, community development, government relations, health promotions and outreach.

Public Affairs & Marketing

Emphasis: Align with organizational positioning and current focus areas, appropriateness of target audience, potential to increase awareness, name recognition or new patient volume.

Health Sciences Development

Emphasis: Increasing extramural support, stewarding current donors, cultivating new sources of future philanthropic support, supporting funders' initiatives.

Consideration for sponsorships will also be dependent on the following:

1. UCR SOM does not support requests for individual or personal sponsorship.
2. Sponsorships for national organizations must be centered on a local or regional event.
3. Must involve health and wellness that leads to community benefit, health improvement, or education.
4. The requesting organization and event must reflect positively on UCR SOM and must provide appropriate visibility and value-added opportunities for UCR SOM such as logo placement, banners, Public Service Announcements, speaker opportunities, etc. A wrap-up report showing photos, samples of programs, t-shirts, and any other items agreed upon in the sponsorship contract must be included upon conclusion of the sponsorship year.

Application and selection process:

Requests for sponsorship must be provided in writing preferably 6 weeks prior to the event. The Executive Vice Dean, with consultation with the Director of Strategic Initiatives, will review, evaluate and make sponsorship recommendations to the Dean.

All requests must comply with university financial and accounting policies and procedures and promote one or more of the following:

- a. *UCR SOM Principles of Community, and Engagement:* Academic preparation, collaborative partnerships, community development, government relations, health promotion and outreach.
- b. *Marketing:* Align with organizational positioning and current focus areas, appropriateness of target audience, potential to increase awareness, name recognition or new patient volume.
- c. *Advancement:* Fostering extramural support, stewarding current donors, cultivating new sources of future philanthropic support, supporting funders' initiatives.

Funds:

Recommendation for academic year 2013-14 and 2014-15 should not exceed \$10,000.000 per academic year.

Above Approved by Leadership Council – January, 15, 2014

Procedure for Processing Payment

1. Complete a Sponsorship Request Form preferably 6 weeks prior to the event and attach required documents.
2. Send completed form and attachments to Director of Strategic Initiatives for review and approval.
3. The Dean has authority to approve sponsorships with these exceptions:
 - a. Dean requests sponsorship is pre-paid prior to event when a meal or light refreshment is served. University practice is to pay for services once received. (EVC approval)
 - b. Dean is in attendance AND considered host. (EVC approval)
 - c. Cash donation is any part of the paid sponsorship (Chancellor approval)
When a sponsorship includes a meal or light refreshments the value of the meal must be deducted from the meal ticket. Any difference between the ticket price and meal is considered a cash donation and must be approved in advance.
 - d. When cost exceeds per person entertainment maximums up to 200%. (EVC approval)

If an exception approval is required, the Director of Strategic Initiatives will prepare the request for the Dean's signature providing the following information:

Header: Exception to UC Entertainment Policy

Requested by UCR School of Medicine

Policy # requiring exception

Justification

Event Name

Sponsorship Fee total and breakdown of costs: meals, sponsorship, advertising, etc.

Signature line for EVC or Chancellor

Date

4. Once approved the requestor will be provided the original Sponsorship Request Form and a copy to Sr. Associate Dean, Business & Finance.
5. Requestor will submit the original approved form and any supporting documents (such as proposal, event brochure) to the SOM Business Ops Office for payment processing.
6. Transactor will call organization and request written benefit values (meals, advertising, etc.) in order to split payment and apply accurate account numbers on the payment form. All sponsorship contributions where monies are given to an organization should have benefits for UCR. If there are no benefits, it becomes a gift, which is not allowable. If unable to obtain this information from the organization, the benefit amounts should be determined by SOM's Director of Strategic Initiatives for the reasonable cost of meals, advertisement, participating exhibitor, recognition, etc.
7. To meet UCR ePay business rules for sponsorships, the following must accompany the payment and invoice to Accounting:
 - a. Written approval from SOM Dean that includes explanation of benefits to UCR.
 - b. Exceptional approval letter approved by Chancellor (if required).
 - c. Letter addressed to payee to be sent with the check stating UCR's contribution.

