

UConn HEALTH

POLICY NUMBER 2015-09
October 13, 2015

POLICY: SPONSORSHIP POLICY, GUIDELINES, AND APPROVAL

PURPOSE: UConn Health sponsors a select number of events that strongly align with its mission and strategic priorities. This policy describes the process of evaluating all sponsorship opportunities.

SCOPE: All UConn Health faculty and staff.

POLICY STATEMENT: UConn Health receives numerous requests for support from various community groups and organizations in the form of events such as runs/walks, health fairs, advertisements in programs, or other community outreach.

All sponsorship requests must be reviewed and pre-approved by senior leadership. Final sponsorship approval will be made by the Executive Vice President for Health Affairs, his designee, or Dean's.

SELECTION CRITERIA:

Sponsorship support will be considered for requests that meet at least two of the following criteria:

- 1) **Strategic Alignment:** Events that support one of UConn Health's clinical, academic, or research priorities.
- 2) **Individual Recognition:** Events that honor a UConn Health or University leader, donor, or donor prospect.
- 3) **Community Relations:** Events that align with the organization's strategic plan, support current service areas or markets, have a potential to raise awareness, and/or build clinical volumes.
- 4) **Advancement:** Events that are identified as having the potential to help foster new sources of philanthropic support, as well as events that allow for greater stewardship of existing donors and support strategic priorities.
- 5) **Collaborative Relationships:** Events for organizations that have collaborative relationships with UConn Health and/or support UConn Health initiatives.
- 6) **Marketing:** Events that meet UConn Health's promotional needs. UConn Health must receive recognition of sponsorship through the approved use of its logo in advertisements and other materials such as banners, t-shirts, online acknowledgements, etc.

Additional requirements may need to be met for international sponsorship requests.

REQUEST LIMITATIONS:

UConn Health will not support the following:

- Requests that do not comply with federal and state laws and regulations
- Political candidates, campaigns or organizations
- Requests that benefit individual endeavors with funds for their private use regardless of the intent or need
- Religious activities
- Requests from organizations to support travel, general operating, or capital expenses
- Memorials, scholarships or endowments
- Events or organizations outside UConn Health's service areas or markets
- Requests from organizations to support field trips or tours
- Requests from organizations to support conference fees

REQUEST PROCESS:

All requests for sponsorship must be submitted to multimedia@uchc.edu with the following:

- A completed [Sponsorship Request Form](#); and
- Sponsorship documents that provide a description of the event and expected attendance, breakdown of all sponsorship levels, and organizational benefit.
- Requests for first-time sponsorships must be received at least four months in advance of the deadline for making a decision.
- Requests for sponsorships funded in the past must be received at least two months in advance of the deadline for making a decision.

REVIEW AND APPROVAL PROCESS:

The sponsorship request must be approved by UConn Health's business unit senior leader and the Executive Vice President for Health Affairs or his designee before:

- 1) A commitment is made to sponsor any event or organization using UConn Health funds (including discretionary funds).
- 2) UConn Health's name and/or logo are used in any brochure, flyer, program, banner, website or other printed or electronic media. All materials incorporating the UConn Health name or logo must be approved by UConn Health Multimedia Services or University Communications.
- 3) Agreeing to attend an event as an official representative of UConn Health where there are no associated costs.

Due to the number of requests and limited availability of funds, a request may be denied even if it meets the selection criteria.

Bruce Liang (Signed)

10/28/15

Bruce T. Liang, M.D., F.A.C.C.
Dean, School of Medicine

Date

R. Lamont MacNeil (Signed)

10/22/15

R. Lamont MacNeil, D.D.S.
Dean, School of Dental Medicine

Date

Andrew Agwunobi (Signed)

11/03/15

Andrew Agwunobi, M.D., M.B.A.
Interim Executive Vice President for Health Affairs

Date

New Policy: 10/13/15
Replaces Policy #2003-43 Fund-Raiser Event Sponsorship