

**Institutional Handbook of Operating Procedures**  
**Policy 04.04.01**

Section: Fiscal Policies	Responsible Executive: President of UTMB
Subject: General	Responsible Entity: Office of the President

**I. Title**

*University Sponsorships of Community Activities and Events*

**II. Policy**

This policy applies to expenditures of funds by the University of Texas Medical Branch (UTMB) that benefit external community organizations. This policy does not apply to expenditures for internal Official Functions sponsored by a unit, school, or individual department of UTMB. Official Function Expenditures are approved and processed under [IHOP Policy 4.4.2 Official Function Expenditures](#).

The President has charged the UTMB Sponsorship Committee, which operates under the Office of the President, with coordinating the university’s support of designated external community organizations, activities and events. Principal support will be directed to those major external community events and activities that align with the university’s mission and vision. The university will also support, from time to time, external community events and activities that align with its commitment to be a good citizen and constituent of society.

UTMB receives numerous requests from external community organizations for financial support. In some cases, it is important for marketing and visibility purposes for the university to participate in activities that financially benefit external organizations. This can be accomplished through the purchase of tickets or a table at external events, which are then used for university personnel or volunteers to represent the university at the event. It is essential that the university wisely and strategically invest its limited resources in such a way that it stays within and advances its mission.

Requests for individual tickets or sponsorships must be coordinated through the UTMB Sponsorship Committee to ensure the appropriate level of representation at the event. Requests for payment of non-approved department and/or individual sponsorships (including after the event) will not be approved and will not be eligible for reimbursement by any UTMB funds.

Sponsorship of the following events is also subject to the approval of the Sponsorship Committee, in accordance with the procedures set out in this policy:

- UTMB School of Nursing Style Show
- UTMB School of Health Professions Annual FunD Run
- Galveston Regional Chamber of Commerce’s Annual Women’s Conference

**III. Procedures**

The UTMB Sponsorship Committee will recommend an annual university budget for participation in, and support of, external community, educational and fundraising events.

This committee is convened by the President/Designee to review requests monthly for external financial support. A UTMB department, unit or school seeking sponsorship for an external community event

must submit a completed and approved **Prior Approval for Sponsorship of Community Events Form** to the Sponsorship Committee for consideration. All elements of the form must be completed, and any request without proper paperwork attached will be sent back to the requesting department, which could delay payment or prevent sponsorship.

The UTMB Sponsorship Committee will evaluate each request based upon its alignment with the university’s mission and vision, marketing and community relations goals, limited resources and priorities. The Committee must also carefully consider any potential institutional conflict of interest or perception of a conflict of interest that may arise from the requested sponsorship. Recommendations for sponsorship will be forwarded to the President for his or her approval.

Upon final approval by the President, payment will be processed. The Office of the President will coordinate the appropriate attribution for publicity and the allocation of internal charges.

The Office of the President will allocate, in coordination with the requesting department, unit or school, seats at the sponsored community event or activity.

The Office of the President will coordinate communication with the external organization regarding support or non-support of that organization’s fundraising event.

**IV. Composition of the UTMB Sponsorship Committee**

Eight UTMB staff members will be appointed at the beginning of the fiscal year by the President and the Executive Vice Presidents to serve on the UTMB Sponsorship Committee for two fiscal year terms. Two members each will be appointed to represent the Health System, the Academic/Research Enterprise, the Business and Finance unit, and the Office of the President. Other staff members, such as Marketing or Finance representatives, may serve on the Sponsorship Committee in an advisory role. The membership will appoint a Chair and Vice-Chair each year.

**V. Dates Approved or Amended**

<i>Originated: 9/11/2015</i>	
<i>Reviewed with Changes</i>	<i>Reviewed without Changes</i>
03/21/2019	

**VI. Contact Information**

Office of the President  
(409) 772-1902