



UNIVERSITY POLICY

SUBJECT:	GOVERNMENT & COMMUNITY AFFAIRS		TITLE:	COMMUNITY EVENT SPONSORSHIP	
CATEGORY: Check One	Board of Trustees <input type="checkbox"/>	Presidential <input checked="" type="checkbox"/>	Functional <input type="checkbox"/>	School/Unit <input type="checkbox"/>	
Responsible Executive:	Senior Vice President for Government & Community Affairs		Responsible Office:	Government & Community Affairs	
CODING:	00-01-65-10:00	ADOPTED:	01/09/06	AMENDED:	08/10/11
				LAST REVIEWED: 08/10/11	

**As of October 21, 2011
this policy has been Suspended
while undergoing review**

FOR ANY RELATED QUESTIONS, PLEASE CONTACT:
THE OFFICE OF
GOVERNMENT & COMMUNITY AFFAIRS
973-972-0350

UNIVERSITY POLICY

SUBJECT:	GOVERNMENT & COMMUNITY AFFAIRS	TITLE:	COMMUNITY EVENT SPONSORSHIP		
CATEGORY: Check One	Board of Trustees <input type="checkbox"/>	Presidential <input checked="" type="checkbox"/>	Functional <input type="checkbox"/>	School/Unit <input type="checkbox"/>	
Responsible Executive:	Senior Vice President for Government & Community Affairs		Responsible Office:	Government & Community Affairs	
CODING:	00-01-65-10:00	ADOPTED:	01/09/06	AMENDED:	08/10/11
				LAST REVIEWED: 08/10/11	

I. PURPOSE

To advance responsible social, corporate, and civic engagement with local community organizations and groups through mission aligned financial or in-kind support of appropriate community events, programs, and not-for-profit organizations, while remaining fiscally responsible and accountable.

The University recognizes that support of, and participation in, community events can enhance collaboration and foster mutual trust and cooperation to achieve common goals for the benefit of the community and the general public, as well as enhance the reputation and visibility of the University as a responsible citizen and state-wide asset.

II. ACCOUNTABILITY

Under the general direction of the Senior Vice President for Government and Community Affairs, the Community Event Sponsorship Committee shall ensure compliance with this policy. . The Community Event Sponsorship Committee will be comprised of at least the Senior Vice President for Government and Community Affairs, the Senior Vice President for Advancement and Communications, the Chief of Staff, and the Senior Vice President/Chief Ethics and Compliance Officer. The Senior Vice President for Government and Community Affairs in concert with the Deans, Vice Presidents and the Presidents/CEOs of University Hospital and the University Behavior Health Care program (UBHC) shall implement this policy in their respective schools/units.

III. APPLICABILITY

This policy applies to the support of events conducted by external (non-UMDNJ) organizations. Support will only be provided to mission-related organizations which are able to document tax exempt status and/or designation as a 501(c)3 nonprofit entity under Internal Revenue Service guidelines.

Activities funded by this policy may include:

- support for tickets to dinners, or programs
- ads for journals
- sponsorship of community events; and joint sponsorship of conferences and seminars on topics deemed relevant to the University

UMDNJ Community Event Sponsorship program does NOT support:

- An individual person or family
- Political campaigns, candidates, parties or partisan activities
- Memorials or endowments

- Travel expenses
- Door prizes or raffles
- Ongoing operating expenses of a program or agency
- Capital campaigns; and
- Labor groups

IV. DEFINITONS

- A. **Community Event Sponsorship:** Financial or in-kind support from a UDMNJ school, campus department or academic unit of community events or programs of mission related 501(c)3 nonprofit entities and organizations with tax exempt status. This includes sole and joint sponsorship of community events by a UDMNJ recognized student organization, a school, campus department or academic unit.
- B. **Sole Sponsorship:** Financial or in-kind support of a community event or program of a 501(c)3 nonprofit entity and organizations with tax exempt status, exclusively by a UDMNJ school, campus department or academic unit.
- C. **Joint Sponsorship:** Financial or in-kind support of a community event or program, of a 501(c)3 nonprofit or tax exempt organization and the non-profit or tax exempt organization(s), by a UDMNJ school, campus department or academic unit.

V. REFERENCES

- A. Public Events: External Organizations [00-01-10-70:00](#)
- B. UMDNJ Events: Internal Organizations [00-01-10-70:05](#)
- C. Prohibiting Use of University Funds for Political Activities and Entities [00-01-65-45:05](#)

VI. POLICY

- A. No State or Federally appropriated funds, shall be used for Community event support, unless specified as an allowable expense on a State or Federal Contract award.
- B. The maximum amount of support provided in response to any one request should not exceed \$10,000 university-wide, except as approved by the President.
- C. Recognizing fiscal limitations for available support, schools and units are encouraged to provide donations in-kind, such as health screenings, rather than solely cash contributions.
- D. Donations of surplus equipment, furniture and supplies may be made, in keeping with guidelines within the University's policy, Re-Utilization and Disposition of Moveable Capital Assets, 00-01-50-65:00 and under the direction of the Assets Management Office.
- E. Each school and unit will identify the proposed amount to be granted to outside organizations as part of its annual budget process and will manage the distribution of these funds in accordance with this policy and as appropriate.
- F. The annual university-wide budget for community event support will be prepared by the Community Event Sponsorship Committee for general university-wide support of community activities.
- G. Funds approved for community event support as part of the school or unit program will reside within the budget of the sponsoring school or unit.
- H. Funds used for community event support on behalf of the general University will reside in the President's budget.

The Community Event Sponsorship Committee will ensure that Central Administration, and each school and unit have an established process to review requests for community support, utilizing this university-wide policy, available budgetary resources, and school-specific or University wide marketing and community relations objectives. The Community Event Sponsorship Committee shall require all community event support requests to be reviewed by the Ethics Liaison Officer, Risk and Claims Office and the Legal Management Department for appropriate input and advice, prior to seeking approval from Central Administration or a sponsoring school or unit.

- I. As each request is granted by individual schools and units and Central Administration, a copy of the approved request will be forwarded to the Community Event Committee, via the Senior Vice President for Government and Community Affairs, in order to reduce duplication of sponsorships and ensure that spending does not exceed the overall financial limit on any one event university-wide.
- J. Schools, units and Central Administration cannot exceed their approved annual budget for event support without the recommendation of the Community Event Committee and approval by the CFO and the President.
- K. Based on the information provided by each school and unit, the Senior Vice President for Government and Community Affairs will compile a university-wide report of community sponsored events. Quarterly reports will be submitted to the senior leadership.
- L. This policy is not applicable to UMDNJ events. Intramural support for these events will be achieved via transfer on an intra-unit basis under the review and approval of the respective Deans, Vice Presidents and the President/CEO of University Hospital and UBHC.

VII. EXHIBIT

UMDNJ Community Event Sponsorship Guidelines

By Direction of the President:

SIGNATURE ON FILE

Senior Vice President for Government and Community Affairs

EXHIBIT

UMDNJ Community Event Sponsorship Guidelines

THIS DOCUMENT IS TO BE SENT TO THE REQUESTING ORGANIZATION

The UMDNJ Community Event Sponsorship Program was created to sponsor organizations and events in the communities we serve. As the state's university of the health sciences, we are dedicated to the pursuit of excellence in the undergraduate, graduate, postgraduate and continuing education of health professionals and scientists; the conduct of biomedical, psychosocial, clinical and public health research; health promotion, disease prevention and the delivery of health care; and service to our communities and the entire state.

The UMDNJ Community Event Sponsorship Program will be funded each fiscal year from July 1st through June 30th. It is recommended that we receive requests as early as possible as the funds allotted annually for this purpose may be depleted prior to June 30th.

Recognizing that we are a public university, we are committed to helping and serving our communities. Yet, we must be fiscally responsible and accountable to those we serve. No public funds are utilized for our sponsorship programs. Our goal is to be both responsive and timely. Please keep in mind that we may not continually fund any event.

Activities funded by the UMDNJ Community Event Sponsorship may include:

- support for tickets to dinners,
- ads for journals,
- sponsorship of community events
- joint sponsorship of conferences and seminars on university-related initiatives

UMDNJ Community Event Sponsorship Program does NOT support:

- An individual person or family
- Political campaigns, candidates, parties or partisan activities
- Memorials or endowments
- Travel expenses
- Door prizes or raffles
- Ongoing operating expenses of a program or agency
- Capital campaigns
- Labor groups

Guidelines for Consideration:

- Requests must be submitted in writing.
- Requests must be submitted at least 60 days prior to the event.
- UMDNJ generally does not engage in multi-year sponsorships.

Any requests should clearly delineate:

- The organization's name, address, telephone number, website address if appropriate, and contact person;
- Name and contact information of the organization's executive director or similarly positioned individual;
- Brief summary of organization, including mission, goals and objectives;
- Name of the event for which sponsorship is requested;
- Date, description and location of the event;
- A description of the need(s) your organization is addressing;
- The community or target population being served;
- How your funding request specifically addresses the need(s) in question;
- Specific information describing how this funding will recognize and publicize UMDNJ.

Attachments to the letter must include:

- A copy of the organization's IRS certification of 501(c)(3) nonprofit status and/or documentation of tax exempt status.