

COLLEGE OF NURSING

Sponsorship Policy & Procedures

POLICY INTENT:

To explain the approval process for sponsorship requests to the College of Nursing

POLICY STATEMENT:

The College of Nursing receives sponsorship requests from organizations within the University of Iowa and external community organizations. These requests may be for worthwhile causes, but the College has limited resources to support all requests. The requests need to be prioritized based upon the mission and values of the College of Nursing. Following this policy helps the College sponsor those requests that are most aligned with the College's mission, values and goals and ensures that requests do not receive funding from multiple sources within the College of Nursing.

PROCEDURES

The following guidelines and procedures have been developed to provide a process to evaluate sponsorship requests for funding from the College of Nursing.

1. Any faculty, staff or College department or center may receive a sponsorship request. Once received, the college member, department or center will forward the request via email to the Strategic Communications, Marketing, and External Relations Director. The email should include the following:
 - a. The organization
 - b. The contact person and their contact information for the organization.
 - c. The reason why this request should be funded; including the College of Nursing's mission or goals that this sponsorship meets.
 - d. Will the College receive any recognition for the sponsorship and if so, how will that recognition occur? If there is recognition, what is the estimated value?
 - e. What is the expected impact of the event?
 - f. Amount of funding requested to be approved.
 - g. Are there additional resources or personnel time required above the sponsorship costs? (Swag, booth rentals, assisting with staffing the event, etc.)
 - h. The MFK to charge the funding.
2. The Strategic Communications, Marketing, and External Relations Director and the Budget / Finance Officer will review for completeness of submission, evaluation of the request and the ability of the College to meet the funding requested. Their recommendation will be submitted to the dean and the executive associate dean for the final decision.
3. The Strategic Communications, Marketing, and External Relations Director will communicate the decision back to the requestor. Any College of Nursing signage utilized by the requested sponsor organization must be approved by the Strategic Communications, Marketing, and External Relations Director.

4. A complete listing of all requests and the corresponding decisions will be presented to the Dean's Cabinet no less than at the end of each semester.

REMINDER: University Operations Manual Policy regarding external “donations” -

9.3 Charitable Donations to Outside Organizations

University resources are to be used to further the University's mission, which includes outreach and engagement. Accordingly, all expenditures made from University accounts must be for official University business. Article III, section 31, of the [Iowa Constitution](#) has been interpreted as strictly forbidding the donation of University resources to any person or entity. Donations of University funds to charitable organizations are prohibited. However, advertising and marketing expenses are allowed, as well as event sponsorships where the University participates in the event or where its contribution is otherwise publicly recognized or acknowledged. (Note: Any agreement or contract relating to sponsorship needs to be signed by a person who has signature authority under University policy, such as the Director of Purchasing or University Business Manager.)

QUARTER OF LAST REVIEW:	Oct-Dec
YEAR OF LAST REVIEW:	2025
YEAR OF NEXT REVIEW:	2030
DOMAIN:	Finance & Operations
FINAL APPROVAL:	Budget / Finance Officer
RESPONSIBLE UNIT:	Finance & Operations