



**POLICY TITLE:** **SPONSORSHIPS**

**POLICY NUMBER:** OP-17

**COMMITTEE APPROVAL:** 10-21-2025

**BOARD APPROVAL:** 10-28-2025

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**POLICY #OP-17:** It is the policy of the Desert Healthcare District (“District”) to define the circumstances surrounding the sponsorship of events and conferences. The support of local organizational events not only provides financial support to the community in line with the mission and vision of the District, but it also provides opportunities to share and promote the work of the District and increase visibility.

**GUIDELINES:**

1. The budgeted value for sponsorships shall be included with the annual budget submitted to the Board of Directors (“Board”) for approval per Policy #FIN-04.
2. The fiscal year budget for sponsorships cannot operate with a deficit balance without Board approval.
3. Sponsorship requests shall clearly state:
  - 3.1. The dollar amount being requested for the sponsorship
  - 3.2. The sponsorship levels available
  - 3.3. How the sponsorship of the event will provide benefit to the community (to demonstrate alignment with the mission and vision of the District) by detailing how the sponsorship funding will be used, how it would provide general support for the organization’s purpose, or how greater awareness of the District could be achieved through the sponsorship marketing
  - 3.4. The budget for the event, including estimate of attendees
  - 3.5. The date and location of the event, along with applicable deadlines
  - 3.6. The pricing for additional tickets or passes to attend, should the desired sponsorship level not allow for attendance of all interested Board & Staff
4. Sponsorships



- 4.1. Sponsorships up to \$5,000 shall be approved at the discretion of the Chief Executive Officer ("CEO")
- 4.2. Sponsorships greater than \$5,000 shall be presented with the sponsorship deck and requested amount to the Program Committee for review and possible recommendation of an amount to the Board for approval
- 4.3. The Board, at the next regularly scheduled Board meeting, shall review the Program Committee recommendation to consider for approval
- 4.4. Sponsorship requests shall have application deadlines of twice per year defined below:
  - May 31 – for sponsorship events from July through December
  - November 30 - for sponsorship events from January through June
- 4.5. Occasional sponsorship requests may be considered between the deadline dates
- 4.6. Sponsorships shall be limited to a maximum of \$25,000 per organization per fiscal year
- 4.7. Organizations may submit multiple sponsorship requests during the fiscal year, but the cumulative value of awarded sponsorships to a single organization may not exceed the maximum of \$25,000 per fiscal year
- 4.8. Related organizations shall be considered as a single organization for purposes of calculating sponsorship maximum values

## **AUTHORITIES**

Desert Healthcare District Bylaws Article V, Section 5.6

## **DOCUMENT HISTORY**

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Approved	02-25-2025