



POLICY TITLE: **SPONSORSHIPS**

POLICY NUMBER: OP-17

COMMITTEE APPROVAL: 09-17-2026

BOARD APPROVAL: 09-22-2026

POLICY #OP-17: It is the policy of the Desert Healthcare District (“District”) to define the circumstances surrounding the sponsorship of events and activities in the community. The support of local organizational events and activities not only provides financial support to the community, but it also provides opportunities to share and promote the work of the District and increase visibility. The selection of sponsorship applications considers factors such as alignment with the District’s mission and vision, potential impact on the community, event reach and audience demographics, financial viability of the event, the organization’s track record, the proposed use of sponsorship funds, and the opportunity for brand exposure of the District. Ensuring the event or activity is well-organized provides clear benefits for both the District and the sponsored organization.

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 through a health nexus (to demonstrate alignment with the mission and vision of the District) by detailing how the sponsorship funding will be used and how it would provide general support for the organization’s purpose.
 - 3.3.1. The District shall only approve sponsorship requests where the applicant demonstrates a direct, explicit, and measurable connection to public health advancement, healthcare access, or the mitigation of social



determinants of health (SDOH) within the District boundaries.

- 3.4. How greater awareness of the District could be achieved through the sponsorship marketing (e.g. number of times the District's name or logo would appear on programs, signage, website posts, social media posts, emails, etc.).
- 3.5. The budget for the event, including estimate of attendees.
- 3.6. The date and location of the event, along with applicable deadlines.
- 3.7. 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 may be approved at the discretion of the Chief Executive Officer ("CEO").
- 4.2. Sponsorships not approved by the CEO shall be presented with the sponsorship deck, staff recommended amount, and applicant 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 quarterly application deadlines defined below:
 - February 15 – for sponsorship events from April through June
 - May 15 – for sponsorship events from July through September
 - August 15 – for sponsorship events from October through December
 - November 15 - for sponsorship events from January through March
- 4.5. Declined sponsorship requests, where timing was the cause of declination, may be considered outside of the application deadline dates with board approval, subject to policy limits.
- 4.6. Sponsorships shall be limited to a maximum of \$10,000 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 \$10,000 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

Revised	09-22-2026
Revised	10-28-2025
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