

As a premier academic Medical Center, University of California, Davis, Medical Center (UCDMC) is charged with discovering and sharing knowledge and providing the highest quality care to the community. The ultimate goal is to advance health both in the local community and around the globe. To attain these goals, UCDMC seeks out and supports special events sponsored by diverse community partners.

Sponsorship is defined as direct financial or in-kind support for special events and may include (though is not limited to) nonprofit agency fundraisers speakers series/lectures, health fairs or other community outreach that closely align with the UCDMC mission, vision and strategic plan.

UCDMC resources may be used to sponsor approved events. All requests must comply with university financial and accounting policies and procedures and promote one or more of the following:

- UC Davis Principles of Community.
- Engagement: Academic preparation, collaborative partnerships, community benefit, government and community relations, health promotion and outreach.
- Marketing: Align with organizational positioning and current focus areas, appropriateness of target audience, potential to increase awareness, name recognition or new patient volume.
- Advancement: Fostering extramural support, stewarding current donors, cultivating new sources of future philanthropic support, supporting funders' initiatives.

## Process

Annual, planned or expected sponsorship requests should be submitted during the annual budget preparation process in order to be included in the UCDMC's approved fiscal year budget.

Requests for sponsorship must be provided in writing on a university-approved form, along with additional supporting materials. Information can be accessed at <https://health.ucdavis.edu/sponsorship/>

The Sponsorship Advisory Group will meet as needed to review, evaluate and make sponsorship recommendations.

As best practice, individual departments that have budgeted funds for sponsorships should ensure Hospital Administration is aware of the intended sponsorship and funding source.

- Departments that submit a request with plans to use Sponsorship funds to supplement department budgeted funds for an organization must ensure the organization submits a request, disclose the intent, and meet submission timelines as outlined on the sponsorship website.

- Departments that wish to support an organization may not supplement with departmental funds to change the amount of the funding unless approved in advance by the Sponsorship Advisory Group.

As a publicly supported academic medical center, UCDCM does not maintain a private foundation, nor does the institution award grants. UCDCM cannot support the following:

1. Travel expenses
2. Religious activities, in whole or part, for the purpose of furthering a specific religious doctrine
3. Requests that benefit an individual or family
4. General operating expenses (including salaries, rent, etc.)
5. Political candidates, campaigns or organizations
6. Memorials, scholarships or endowments
7. Capital requests
8. Multi-year requests
9. Events or organizations outside UCDCM service area
10. Field trips or tours
11. School teams
12. Employees, teams or other individuals in a fundraising event or activity
13. Conference fees
14. Specific recreational or amateur sports teams or leagues not identified as a strategic initiative for UCDCM.
15. Requests submitted by University of California staff, faculty and students.

All correspondence should be directed to:

UC Davis Medical Center - Office of Hospital Administration  
2315 Stockton Blvd.  
Sacramento, CA 95817  
916-734-0750 (voice)/916-734-8080 (fax); [HS-Sponsorships@ucdavis.edu](mailto:HS-Sponsorships@ucdavis.edu) (email)