



University Risk Management & Insurance Association

URMIA Policy on Financial Sponsorship and Endorsements

Policy Statement

This policy is to provide guidance for the disposition of matters relative to financial sponsorship and endorsement of products, services and/or programmatic initiatives from affiliate members and non-members. The URMIA board of directors (“Board”) has adopted the policy described below. The board reviewed and affirmed its long-standing commitment to URMIA’s code of ethics and believes the actions taken are consistent with these standards, as well as URMIA’s mission, strategic priorities, core purpose and values.

Financial Sponsorship

In order to assure that we maintain our collective integrity, the following guidelines shall form the basis of URMIA’s relationship with affiliate members and non-members relative to financial sponsorship,

A. Guidelines

1. URMIA may seek sponsorship for national, annual and regional programs, specific professional development activities, research, scholarship funds, authorized social programs, and/or other activities as deemed necessary by the board.
2. URMIA will not solicit or permit the use of sponsorships to underwrite extracurricular social events to benefit individual members.
3. No individual employed by a member institution is to initiate sponsorship contact on behalf of URMIA without prior board approval.
4. URMIA will publicly acknowledge all accepted sponsorships. The form of acknowledgement shall be determined by URMIA in advance of the solicitation and revealed in full to the sponsorship candidate.
5. All sponsorships whether in cash or in-kind, shall be directed to the national office or to representatives designated by the board and not to any other individual without the express consent of the board.
6. Finance committee will present for board approval the sponsorship program for each year which will include anticipated revenue and the plan for structuring sponsorship opportunities associated with the conference and ongoing operations at the June board teleconference. The sponsorship program will be vetted with the committee chairs prior to presentation to the board.



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B. Financial Sponsorship of Annual Conference

1. A solicitation letter will be sent to prior year's sponsors allowing them to secure the same sponsorship (if offered) before it is announced to the affiliate membership. This solicitation letter will include a deadline for response from the prior year's sponsors.
2. A solicitation letter will be sent to all affiliate members clearly identifying sponsorship opportunities available and the dollar amount needed for each opportunity. The solicitation letter will include a deadline for response from affiliate members.
3. After the affiliate member response deadline, a similar letter can be sent to other potential sponsors who are not URMIA members. They will be given an opportunity to support any remaining events at the same and equal level as previously offered to affiliate members.
4. Affiliate members may respond at any time during the solicitation period to either the early affiliate member-only mailing or the open sponsorship request. However, once the early affiliate member response date has passed, affiliate members will no longer receive priority in sponsorship selections.

C. Financial Sponsorship of Events not related to the Annual Conference

1. All Affiliate Members will be given an equal opportunity to support activities, other than the annual conference. A letter will be sent identifying the opportunity to sponsor with a deadline response date. An equal dollar amount and the needed number of sponsors will be clearly stated in the solicitation letter unless it's a packaged opportunity. As deemed necessary by the Board.

Endorsement of Products, Services and/or Programmatic Initiatives

**Please note, this section of the policy is being suspended as of 10/10/2015. It will be reevaluated at the 2017 Fall Board Meeting per the review policy.*

Products, Services and/or Programmatic Initiatives which are developed and/or financed, wholly or in a majority part, by URMIA, for the benefit of URMIA members and/or non-members, are considered URMIA branded (URMIA owned) items and therefore not endorsable by URMIA.

It is the general policy of URMIA to only select opportunities to endorse products, services and/or programmatic initiatives (such as a conference, seminar, publication, or other cooperative venture) offered by Affiliate Members and non-members ("organization") if consistent with URMIA's Code of Ethics, mission, strategic priorities, core purpose and values. For purposes of these guidelines, "endorsement" means the use or appearance of URMIA's name in connection with any product, service and/or programmatic initiative in a



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context that connotes URMIA's participation in, assistance in, or approval of the product, service and/or programmatic initiative.

A request for an endorsement under this policy may be recommended by any member and nonmember in the form of a written proposal. The proposal must be approved by the President in consultation with the Executive Committee. All endorsements will be evaluated on a case by case basis after consideration of the following factors.

- A. The product, service and/or programmatic initiative for which endorsement is requested must demonstrate compatibility with the mission, strategic priorities, core purpose and core values of URMIA.
- B. Endorsement will only be considered if the product, service and/or programmatic initiative has a clear connection to risk and insurance management in higher education.
- C. Endorsements will not be granted if deemed competitive with URMIA products, services and/or programmatic initiatives.
- D. URMIA will not endorse a particular product, service and/or programmatic initiative if other URMIA members offer a similar product or service unless such product or service is deemed an URMIA Product (i.e. TULIP).
- E. Requests for endorsements of products, services and/or programmatic initiative will receive more favorable consideration if the organization demonstrates past commitment to URMIA.
- F. The product, service and/or programmatic initiative offer a means for URMIA members to reduce risk or the cost of risk to their institution.
- G. Endorsements of products, services and/or programmatic initiatives will receive more favorable consideration if the organization is willing to offer it to URMIA members for free or offer a reduced rate or price.
- H. The Executive Director will report at each Board of Directors meeting with respect to all products, services and/or programmatic initiatives for which URMIA approval has been granted since the last meeting.

Policy Review

This policy will be reviewed concurrently by the Finance and Affiliates Committees every two years or as requested by the President. Any suggested changes offered as a result of the review must be approved by the Board.