

Sponsorship Guidelines for the Department of Psychiatry

The Department of Psychiatry recognizes that sponsorships are important because they provide financial support and resources that help organizations/events thrive. We understand that sponsorships create mutually beneficial partnerships and foster meaningful relationships between agencies, enhancing loyalty and trust. Ultimately, sponsorships drive success by aligning business interests with opportunities for positive community impact.

The Department of Psychiatry has established a centralized process for handling sponsorship requests from both the UR community and the broader Rochester area. All requests will be evaluated by the Office of Consumers, Communications, and Community Affairs (CCCCA) using the guidelines below.

Sponsorship Request Policy

As we move in this new direction, our goal is to ensure that sponsored funds are allocated to events that provide a meaningful impact on the entire department. Sponsorship requests should align with the department's mission of advancing mental health education, training, and innovative patient care. Internal and external requests may be considered for funding, subject to budget availability and on a first-come, first-served basis.

Types of Sponsorship Requests

- **Internal departmental requests** should first be directed to divisional funding sources. Please work with your administrator to secure budgeted funds.
- **Broader URM or community-focused requests:**
 - A. Requests that come from the community but align well with the Department's vision and mission—such as improving mental illness diagnosis, treatments, or education—will be considered.
 - B. Will be referred to the appropriate offices, if not supported in CCCC. If sponsorship requests do not meet departmental requirements but align with URM, UR, or broader community objectives, the requester will receive a letter stating that the request falls outside of our mission and will be referred to our central community relations office.
- **Personal Support:** Faculty and staff may choose to personally fund initiatives at their discretion. These guidelines do not deter you from personally funding any initiatives you wish to support.
- **All other sponsorship requests** not mentioned above should be directed to the Office of CCCC, via an application available on our website. We will evaluate for goal alignment and fund availability. Once approved, funding will be provided directly to the agency/organization. The sponsorship amount is offered based on available funds and on a 'first-come, first-served' basis. To ensure an equitable disbursement of funds, you may apply every other year with no other stipulations.

Please email us with questions at: psychcommunications@urmc.rochester.edu