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| UTAH DEPARTMENT OF HUMAN SERVICES POLICY AND PROCEDURES | | |
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| SPONSORSHIPS | | |
| RATIONALE: This policy is established to guide DHS sponsorship activities that advance its mission. | | |
| Original Effective: September 22, 2021 | Revision: | Next Review Due: September 22, 2024 |

I. DESCRIPTION

This policy provides guidance for sponsoring activities that advance the DHS mission, including but not limited to providing resources (branding, time, funds, etc.) for non-state events, materials, causes, organizations, or people. This policy supersedes any prior DHS policy governing sponsorships. It does not supplant any existing state policies to which the department must adhere. This policy is applicable to all department divisions, institutions, bureaus, and offices (DIBOs).

II. DEFINITIONS

The following terms are defined for this policy as:

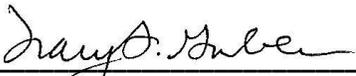
- A. DHS or department: The Utah Department of Human Services (DHS) and its divisions, institutions, bureaus, or offices (DIBOs).
- B. Results Based Accountability: Means a performance management tool designed by author Mark Friedman to improve service delivery through the identification of outcomes that are measurable and tracked in order to determine whether DHS clients are better off as a result of contracted services.
- C. Sponsorship: Use of DHS resources (funding, branding, content, marketing, time, etc.) for non-DHS events, materials, causes, organizations, or people.
- D. Mission Critical Relationship and Partnership: A relationship with a partner where if one side did not perform to expectations, the overall mission could not be accomplished.

III. POLICY

- A. Sponsorships shall:
 - 1. Have specific objectives that support the governor's priorities and DHS:
 - a) Mission, values, strategic plans, and Results Based Accountability objectives established by DHS or applicable DIBO;
 - b) Clientele and related community needs;
 - c) Workforce recruitment, retention, and quality performance;
 - d) Communications and presence as coordinated through review by the Office of Communication & Partnership; or
 - e) Mission-critical relationships and partnerships.
 - 2. Use the most efficient, accessible, equitable, and effective means to maximize opportunity, impact, and value;
 - 3. Be reasonably and appropriately evaluated by DHS or the involved DIBOs to inform and improve future sponsorship;
 - 4. Comply with state and DHS policies;
 - 5. Be within DHS and DIBO budgets;
 - 6. Comply with funding source requirements; and
 - 7. Require executive director, department deputy director, or department assistant deputy director pre-approval for any allowable exceptions to this policy.
- B. Prior to making any commitments or payments for sponsorships, pre-approval by the designated authority must be obtained. Commitments or payments for sponsorships must comply with applicable state, DHS, and DIBO policies and procedures.
 - 1. DIBO directors may pre-approve sponsorships that:
 - a) Do not require funding; however, if the sponsorship involves branding, marketing, or communications, DIBOs shall coordinate review with the Office of Communication & Partnership.
 - b) Require funding or nominal costs
 - (1) Up to 32 hours of staff time, or
 - (2) Up to a maximum of \$2,000 cumulative total per fiscal year.
 - 2. Any additional expense beyond the \$2,000 cumulative total per fiscal year shall require executive director, department deputy director, or department assistant deputy director pre-approval.
- C. The executive director may provide written exceptions to this policy on a case-by-case basis.

IV. PROCEDURE

- A. For DIBO director pre-approvals, follow state policy and any applicable internal DIBO policy and procedure.
- B. For executive director, department deputy director, or department assistant deputy director pre-approvals, submit DIBO-approved requests as outlined with any required forms to dhseidoapprovals@utah.gov:
 1. Submit as early as possible and no later than four weeks before approval is needed. A decision will be provided by EDO within a reasonable time. Provide:
 - a) A detailed description of the event, cause, material, organization, or people to be sponsored;
 - b) A justification for why the sponsorship is needed and how it meets the policy; and
 - c) A proposed budget.
- C. Payment for sponsoring a non-state event shall be processed as either a grant or as a procurement item in accordance with applicable requirements.
 1. For grant payments, see *Utah Code* 51-2a-201.5 and 63J-1-220 for State requirements to ensure compliance, as applicable.
 2. Procurement item purchases need purchasing approval evidenced by either a properly processed State Purchasing request or a documented department delegated purchasing approval.



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Utah Department of Human Services Executive Director

September 22, 2021