



## **Weill Cornell Medicine Event/Meeting\* Sponsorship Guidelines**

Companies and for-profit organizations look to support WCM and its programs through sponsorships, providing either monetary or in-kind gifts. This document is meant to provide guidance to the WCM community for sponsorship by outside entities for events hosted at/in concert with WCM, either on campus or off-site. This will help facilitate the sponsorship relationship and identify permitted sponsorship activities. All sponsorship proposals must be approved by the respective department chair and, thereafter, presented to the Office of External Affairs and the Conflicts of Interest Office for approval.

The following guidelines must be adhered to for sponsored events:

- No WCM endorsement of any kind for any sponsor product will be permitted;
- No sponsor product giveaways (“branded swag”) of any kind will be permitted;
- Information tables to promote the company’s products are not permitted;
- Sponsor is not permitted to provide meals/refreshments at the event;
- Sponsors may use their company name and/or logo in the event materials, subject to WCM review and approval (e.g., signage, invitations, flyers, programs, etc.). This is for recognition and purposes of transparency (but not as direction to a website or to promote a specific product).
- Sponsor employees and affiliates are permitted to participate in sponsored event activities, but only if the activities support the academic focus of the WCM-hosted event (e.g., panel discussions). Sponsored event activity that promotes the sponsor is not permitted;
- Sponsor speakers are not permitted to mention any of their company products or services in a promotional manner at the event;
- Collecting names and contact information of WCM faculty/staff members must be optional; collecting names and contact information of WCM students is not permitted.
- Final control over content delivered by WCM faculty must be retained by the faculty member and not the sponsor;
- Sponsors may be acknowledged for their contributions as event sponsors in brief spoken remarks by the WCM host, in the printed program, or on a slide which recognizes funders;
- Most sponsorships which are subject to this guidance will be considered philanthropic. In such cases, the Office of External Affairs will coordinate the signing of sponsorship agreements and the issuing of tax receipts to the funder. If there is a quid pro quo component (for example, the company receives 2 free tickets in exchange for their sponsorship), the fair market value of those benefits will not be tax deductible. Non-profit entities such as foundations, professional groups, and membership associations are not subject to the guidelines above.

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\*non-CME events