

## **1. Purpose**

- 1.1. To manage expectations and provide procedures for review and decision support regarding approval of guest speakers, sponsors and sponsorships associated with North Central Texas Trauma Regional Advisory Council (NCTTRAC) hosted meetings and/or events. In so doing, this SOP provides procedures intended to avoid conflicts of interest while ensuring compliance with contract and funding requirements as defined by the Texas Department of State Health Services (DSHS) and other relevant oversight agencies.

## **2. Scope**

- 2.1 This procedure will be facilitated by NCTTRAC staff, on behalf of its Board of Directors, in support of hosted meetings and/or events that may benefit from guest speakers, presentations, or products of interest to NCTTRAC Members and healthcare coalition partners. Such benefits may include education, training, contemporary topics of interest, product promotion, or entertainment.

## **3. Definitions**

- 3.1. Guest Speaker – An individual presenting information at a NCTTRAC hosted meeting or event for purposes of, but not limited to, education, training, discussion of contemporary topics of interest, or entertainment unaffiliated with a commercial product or service.
- 3.2. Sponsor – An individual or corporate entity that donates services or monetary support specifically in exchange for product or service promotion and access to or recognition within a meeting, program, campaign, or initiative hosted by NCTTRAC
- 3.3. Vendor – An individual or corporate entity who NCTTRAC, its Members, or partners bill/invoices for goods or services.
- 3.4. In-Kind – Services or items donated in lieu of monetary support (i.e., printing, booth space, media support, promotional items).
- 3.5. Donor – An individual or corporate entity who donates services or monetary support to NCTTRAC (regardless of amount) without restrictions of use.

## **4. Annual Sponsorship Support**

- 4.1. Corporate Sponsorship – An annual Corporate Sponsorship of \$500 allows a corporate entity the following benefits within the current fiscal year (September through August).
  - 4.1.1. Presentation opportunity at a meeting (one event per fee)
  - 4.1.2. Option to be recognized as an Associate Member (Non-voting).
  - 4.1.3. Will be welcomed to attend NCTTRAC meetings
- 4.2. Contributing Sponsorship - An annual Contributing Sponsorship, of at least \$50, allows an individual the following benefits within the current fiscal year (September through August).
  - 4.2.1. Option to be recognized as an Associate Member (Non-voting)
  - 4.2.2. Will be welcomed to attend NCTTRAC meetings

## **5. Guest Speaker and/or Sponsor Options and Opportunities**

- 5.1. Standing per-meeting sponsorship rates are generally set at \$500 for Committee Meeting or other setting, and \$1000 for General Membership Meetings or Continuing Education events

- 5.2. Sponsorship options and opportunities will be developed in accordance with the specific meeting and/or event.
- 5.3. Sponsorship proposals and donations will be approved by the NCTTRAC Board of Directors prior to the meeting and/or event.

## **6. NCTTRAC Staff Roles and Responsibilities**

- 6.1. NCTTRAC Staff will provide the following to guest speakers and/or sponsors for each specific meeting and/or event.
  - 6.1.1. A sponsorship proposal and/or sponsorship request form to the interested individual or corporate entity.
  - 6.1.2. Event and/or Meeting specific detailed information regarding guest speaker and/or sponsorship benefits such as table space, allotted time for product/service promotion, and speaking.
  - 6.1.3. An assigned contact person for coordination, questions, and/or concerns.
  - 6.1.4. Guidance and follow through on items as listed in the signed sponsorship agreement, including financial information regarding honorariums or billing/invoicing.
  - 6.1.5. Follow up letter of thanks or appreciation appropriate staff and/or Board of Directors representative.
  - 6.1.6. Coordination of appropriately visible recognition (optional)
  - 6.1.7. Advance coordination with Committee/Event leadership to ensure prerequisites have been met (prior to actual presentation). Failure to do so will place presentation at risk of termination.

## **7. Guest Speaker and/or Sponsor Roles and Responsibilities**

- 7.1. Guest Speakers and/or Sponsors will be responsible for providing the following to NCTTRAC staff.
  - 7.1.1. A completed sponsorship proposal and/or request form (see Appendix A) with full payment to NCTTRAC prior to the meeting and/or event.
  - 7.1.2. Respond and communicate with NCTTRAC staff to obtain/confirm assignments, product shipment, presentations, and schedule.
  - 7.1.3. Provide support and communication as agreed upon in the sponsorship proposal and/or request form (whether in-kind or monetary).
  - 7.1.4. Timely arrival to the event. Fees are not refundable if sponsor fails to attend.
  - 7.1.5. Provide necessary information by deadlines detailed in the proposal to include, but not limited to, logos, descriptions of materials to be available, presentations, and/or artwork for sponsorship area.

## **8. Honorariums**

- 8.1 The amount of an honorarium will be approved by the NCTTRAC Board of Directors, or as delegated to the Executive Director, on a per meeting and/or event basis. Honorariums will be paid at the successful conclusion of the meeting and/or event.



**STANDARD OPERATING PROCEDURE**  
GUEST SPEAKERS AND SPONSORSHIPS  
Appendix A: Guest Speakers and Sponsorship Request Form

**Section 1 - Meeting / Event Information**

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Event / Committee: \_\_\_\_\_

Event Date(s): \_\_\_\_\_ Event Start Time: \_\_\_\_\_ Event End Time: \_\_\_\_\_

Event Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Will a brand product or service be presented?  Yes  No

Brief Summary of Request / Presentation:

**Section 2 - Guest Speaker / Sponsorship Information**

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Organization Name: \_\_\_\_\_

Contact Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Corporate Entity  Individual  Guest Speaker  Sponsor

Target Audience:

EMS  Nurses  Physicians  Emergency Managers  Other: \_\_\_\_\_

Brief Summary of your Company and/or Products: \_\_\_\_\_  Check if Attachment is Included

**(Copy of presentation materials required prior to approval)**



Section 3 - Guest Speaker Honorarium

Free of Charge: \*\* Provide Details Below
Fixed Amount:
Mileage Reimbursement \*\*
Per Diem Payment \*\*

Section 4 - Sponsorship Amount and Payment Information

Corporate Sponsorship

Committee/Workgroup (Minimum \$500 net\*)
General Membership (Minimum \$1,000 net\*)
\*Event/Other Amount

Contributing / Individual Sponsorship

\$50 (Minimum)
\*Other Amount

\*net amount does not include cost of meals or other tangible products provided as part of sponsorship

Payment Information

Bill me Check Credit Card PayPal

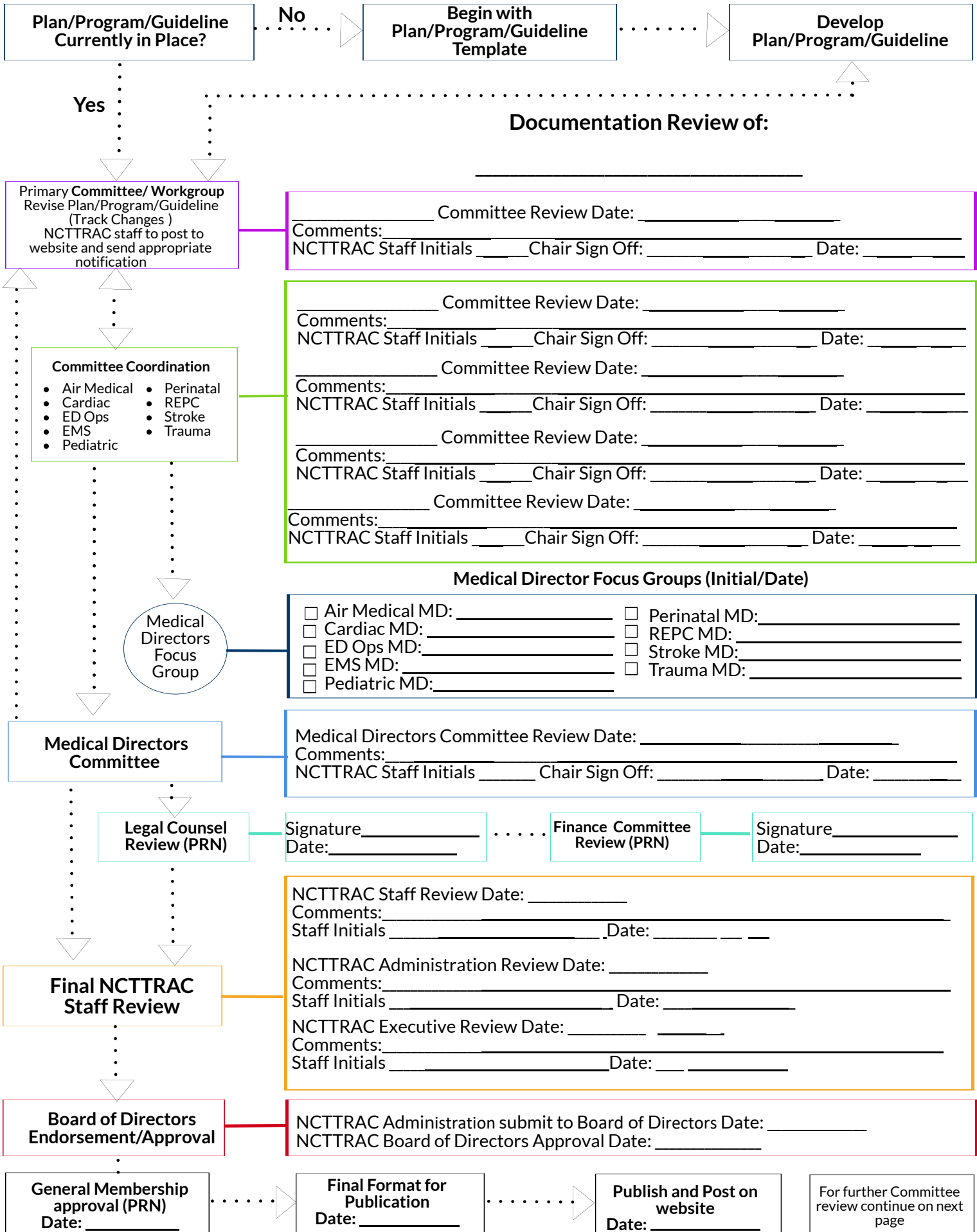
Signature: Date:

Print Name: Phone Number:

Title: Organization:

BELOW THIS LINE FOR NCTTRAC USE ONLY

Table with 4 columns: Recommendation (NCTTRAC Staff / Board of Directors), Comments (if any), Initials, Date.



Committees Continued

_____ Committee Review Date: _____
Comments: _____
NCTTRAC Staff Initials _____ Chair Sign Off: _____ Date: _____
_____ Committee Review Date: _____
Comments: _____
NCTTRAC Staff Initials _____ Chair Sign Off: _____ Date: _____
_____ Committee Review Date: _____
Comments: _____
NCTTRAC Staff Initials _____ Chair Sign Off: _____ Date: _____
_____ Committee Review Date: _____
Comments: _____
NCTTRAC Staff Initials _____ Chair Sign Off: _____ Date: _____