

PART 13 - SPONSORSHIP POLICY

The District intends to participate in, and/or provide funding or in-kind contributions to, eligible organizations and events whose program goals are consistent with that mission. This Policy provides guidance for the District's expenditure of public funds on sponsorship requests and requires consideration of the District's mission, the nature of the proposal, and the District's marketing needs when evaluating any request. The financial management and transparency of any organization receiving a sponsorship are also factors which are evaluated under this Policy to ensure that Calleguas's contributions are being used appropriately.

13.1 SPONSORSHIP

Sponsorship is defined as an agreement or arrangement between the District and a not-for-profit organization, government agency, or an organization hosting a charitable program (where the format involves informing the public about the District), where the organization receives either money or a benefit-in-kind for an event or program. In exchange for such a sponsorship, the District receives publicity or other benefits that further the District's mission. This policy does not apply to memberships, event registrations, or co-funding agreements for water use efficiency projects.

13.2 CRITERIA FOR ELIGIBILITY

The District may approve, at its absolute discretion, a sponsorship request that illustrates the nexus between the requested sponsorship and one or more of the following Criteria for Eligibility:

- (a) Raising public awareness on issues related to the District's mission.
- (b) Building key stakeholder and community relationships to further the District's mission.
- (c) Promoting collaboration with regional partners to further the District's mission.

Examples of sponsorships which may be funded include, but are not limited to, the following:

- (a) Water conferences
- (b) Chamber of commerce events which feature the District or address topics within the mission of the District
- (c) Water-related educational programs

13.3 PROCEDURE

All requests for District sponsorships will be made in writing and submitted to the General Manager's office. Requests may come from staff, Directors, or outside organizations and must contain the following information:

- (a) Name of the person requesting the sponsorship.
- (b) Name of the organization to receive the sponsorship.
- (c) Mission or purpose of the organization.
- (d) Name, e-mail, and phone number of a contact representative for the organization.
- (e) A description of the project, program, or event, and how it fulfills Criteria for Eligibility established by this Policy.
- (f) Contribution amount being requested from the District.

All sponsorship requests must be submitted with adequate time for review and processing.

13.4 CERTIFICATION OF ORGANIZATION

If the total of all sponsorships for a single organization will be \$5,000 or more in any fiscal year, the organization must be certified by the District's Sponsorship Committee. Contributions less than \$5,000 may be approved by the General Manager.

In order to be certified the organization will need to provide:

- (a) Proof of good standing/qualification in California and as a nonprofit recognized by the Internal Revenue Service.
- (b) Financial statements for the three years preceding the request.
- (c) Form 990 tax returns for the three years preceding the request.
- (d) A pro-forma budget for the current year.
- (e) A list of responsible directors and their contact information.
- (f) Such consultant, employment, and contractor agreements for goods and services as may be requested by the District's Sponsorship Committee to support its certification review of items (1) - (5) above. Redaction of personally identifiable information is permitted.

If approved, certification will be required once every three years. The certification process will be performed on an as needed basis to respond to requests, by scheduling a meeting of the Sponsorship Committee. Similarly, the Sponsorship Committee can choose to reconsider certification and decertify an organization at any time in response to a request by a Committee or Board Member.

13.5 APPROVAL PROCESS

The District Sponsorship Committee, consisting of two Board members with support from the General Manager and the Manager of Finance, will review sponsorship requests.

Sponsorship requests will be reviewed and approved as follows:

- (a) Sponsorships of \$5,000 or more will be reviewed and approved annually by the Sponsorship Committee and included in the annual budget.
- (b) If required, the Sponsorship Committee will request and review submitted information to determine the certification status of the organization under this Policy.
- (c) Certification, recertification, and decertification can be performed at any time over the course of the fiscal year, as necessitated by requests by organizations requesting sponsorship, Committee Members, and Board Members.
- (d) Contributions less than \$5,000 may be approved by the General Manager.

No matter how worthy the cause, the District is prohibited by the California Constitution from making outright “donations” (i.e., an outright gift, made without any expectation of tangible or other value being returned) of public funds or property to be used strictly for charitable or similar purposes.