

REGIONAL WATER AUTHORITY POLICIES AND PROCEDURES MANUAL

Policy Type : Fiscal Management
Policy Title : Collection and Use of Sponsor Contributions
Policy Number : 500.5
Date Adopted : November 8, 2007
Date Amended : September 11, 2008
September 13, 2012
May 12, 2016 (reviewed by staff)
May 12, 2022

COLLECTION AND USE OF SPONSOR CONTRIBUTIONS POLICY

General

From time to time, it is appropriate for the RWA Executive Director to solicit “sponsorship” contributions from private firms, companies and/or public agencies to help offset the costs of special events or activities such as educational workshops, seminars, awards for service to the region, and/or development of educational or informational literature or presentations. The following are policy guidelines for the Executive Director to follow concerning the collection and use of such contributions.

Collection of Sponsorship Contributions

RWA should make a reasonable effort to include appropriate local firms when soliciting contributions. Such solicitations should not be limited to firms that have done business or are currently under contract to RWA or its members. A solicitation for sponsorships should identify the event or purpose for which the contributions are intended.

At the discretion of the Executive Director, RWA may give credit to sponsors in the form of signage at the event, verbal announcements, printed acknowledgements (i.e., newsletter or press releases), complimentary event tickets and/or website postings. The Executive Director may establish different levels of sponsorship for an event. The Executive Director will provide the same type of credit(s) to all sponsors in the same sponsorship level.

Use of Sponsorship Contributions

To the extent possible, sponsorship contributions should be applied toward the costs of hosting and conducting the specific event or conducting the activity for which the contributions were solicited and should be used to provide informational or educational benefits for members or the public at large. Appropriate costs include food and

beverages when associated with educational events; speaker costs; costs to develop informational material or presentations; and miscellaneous event costs such as room rental, audio visual equipment, etc.

In the event that a balance of sponsorship contributions remains after a specific event, these funds are to be added to the Sponsorship Contribution Fund, which is described in Part VI of RWA's Financial Designation Reserve Policy.

Reporting Requirements

The Executive Director will develop a procedure to ensure receipt of sponsorship donations complies with Fair Political Practices Commission regulations.