



<b>Policy:</b>	Local Community Contributions & Sponsorships		
<b>Approval Date:</b>	<b>Revision Date:</b>	<b>Approved by:</b>	

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### PROCEDURE

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**Purpose:**

The purpose of this policy is to establish and provide guidelines relating to the appropriation of annual funds for local community contributions and the guidelines outlining the use of these funds and establish internal processes for Coachella Valley Water District ("CVWD") to fairly and objectively evaluate a business, organization, or individual seeking sponsorship from CVWD.

**Additional Authority:**

N/A

**Scope:**

This policy applies to the Board of Directors, General Manager, Clerk of the Board, Director of Finance and Director of Public Affairs & Customer Experience.

**Definitions**

Board of Directors – will represent the CVWD Board of Directors.

Contribution – a payment to a common fund or collection.

Non-Partisan – not supporting one political party or group over another.

Sponsorship – a person or organization that pays the cost of an activity or event in return for the right to advertise during the activity or event.

**Responsible Party:**

General Manager and Clerk of the Board

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### POLICY

I. **POLICY STATEMENT**

The local community contributions policy establishes the fund appropriation and the guidelines for the use of the funds.

CVWD's mission is to meet the water-related needs of the people through dedicated employees, providing high quality water at a reasonable cost. CVWD's primary fields of service are: (1) domestic/drinking water treatment/distribution; (2) irrigation water importation/distribution; (3) wastewater collection/treatment; (4) recycled/nonpotable water distribution; (5) groundwater

and imported water supply management; and (6) regional stormwater and flood protection.

In order to advance its mission, CVWD intends to participate in, and/or provide funding or in-kind contributions to, eligible organizations and events whose program goal(s) is related to CVWD's mission.

## **II. CRITERIA FOR ELIGIBILITY**

A. CVWD must reasonably determine that the event/activity will directly assist CVWD in accomplishing its authorized public responsibilities. Public funds can only be expended if a direct and substantial public purpose is served. CVWD may approve, in its absolute discretion, a sponsorship request if the event or program goal(s) furthers CVWD's mission by:

(a) Raising public awareness on issues related to CVWD's mission; or

(b) Building key stakeholder and community relationships to further CVWD's mission; or

(c) Promoting collaboration with regional partners as part of fulfilling CVWD's mission.

B. Sponsorship requests will be required to demonstrate a nexus to CVWD's mission, and fields of service as described above. Additionally, events taking place within CVWD's service area will be given first consideration for sponsorship requests in the event of limited funds or resources or due to scheduling priorities. All sponsorship requests must be submitted with adequate time for review and processing.

## **III. SPONSORSHIP APPROVAL THRESHOLDS AND BUDGET**

CVWD establishes a budget each fiscal year which may be expended, at CVWD's absolute discretion, for events or programs that meet the Criteria for Eligibility set forth above. The maximum sponsorship for any one qualifying program or event is \$5,000 per fiscal year with an annual cap of \$10,000 for any one organization. A sponsorship request in an amount in excess of the established maximum limits for programs or events, as set forth therein, is subject to approval by the Board of Directors. The Board of Directors may approve such a request if it determines, at its absolute discretion, that the request involves unique circumstances and otherwise complies with this Policy. Requests for in-kind donations will be considered for all sponsorship classifications and shall be subject to the terms and conditions of this Policy that apply to monetary sponsorships.

## **IV. RESTRICTIONS**

In general, organizations whose primary purposes are religious in nature or whose purposes include support of, or opposition to, candidates for political office, political parties, or ballot measures are not eligible for sponsorships and/or any other subject matter not deemed appropriate by the General Manager or designee.

In all cases, CVWD may reject any and all sponsors and sponsorship proposals if:

- (a) The criteria as outlined in this Policy are not followed;
- (b) There is the existence/appearance of a conflict of interest; or
- (c) The sponsorship would otherwise conflict with applicable law.

## **V. INTERNAL REVIEW**

### **A. Guidelines for Acceptable Sponsorships**

The following questions are the major guiding components of this Policy and should be addressed as part of the review of a sponsorship request:

- (a) Is the sponsorship reasonably related to the mission of CVWD?
- (b) What are the real costs, including administrative time, of the sponsorship?
- (c) What is the beneficial value of the sponsorship to CVWD based on factors such as the number of attendees, location, reach, branding, public awareness, etc.?
- (d) Has CVWD previously sponsored this organization?
- (e) Will this sponsorship lead to a longer-term partnership?

### **B. Written Requests**

Sponsorships are generally presented for consideration in two ways:

- a) a business, organization or individual requests a sponsorship from CVWD; or
- b) a member of the Board of Directors or Staff requests a sponsorship for CVWD's consideration.

All requested sponsorships should be formally submitted in writing to the Clerk of the Board, prior to final approval by the General Manager or designee.

### C. Sponsorship Contact and Budget Database

The Clerk of the Board or designee will keep an updated list of all current sponsorships, sponsored activities, sponsorship amounts and contacts related to sponsorships. The purposes of maintaining the database are as follows:

- (a) Limit duplicate solicitations from the same sponsor;
- (b) Allow management to make decisions based on the most appropriate solicitations and levels of benefits offered;
- (c) Keep a current list of all contacts; and
- (d) Track sponsorship expenditures, available budget amounts, and allow management to better understand overall sponsorship budget impacts and needs.

## VI. **BUDGET AND ALLOCATION**

### Allocation of Funds

Each fiscal year the annual CVWD Budget will allocate board approved funding within the non-departmental budget for Local Community Contributions & Sponsorships.