



Western Municipal Water District

## **Sponsorship Guidelines**

Revised in 2020

In order to advance its mission, the District intends to participate in, and/or provide funding or in-kind contributions to, eligible organizations and events whose program goal is related to the District's mission. The District's mission is to provide water and wastewater service and water resource management to its customers in a safe, reliable, environmentally sensitive and financially responsible manner.

Given this objective framework, these sponsorship principles serve as the Guidelines for both staff and Sponsorship Applicants. These Guidelines serve to assess sponsorship requests in light of the District's mission, the nature of the proposal and the District's marketing needs.

### **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 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.

### **Criteria for Eligibility**

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

- Raising public awareness on issues related to the District's mission; or
- Building key stakeholder and community relationships to further the District's mission; or
- Promoting collaboration with regional partners as part of fulfilling the District's mission.

Sponsorship requests will be required to demonstrate a nexus to water, wastewater, or water resource management.

Additionally, events taking place within the District's immediate 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.

### **Sponsorship Classifications**

The District establishes a budget each fiscal year (July to June), which may be used at the District's absolute discretion, for events or programs that meet the Criteria for Eligibility. The maximum sponsorship to any one qualifying program or event is \$5,000 (per fiscal year) with an annual cap of \$10,000 to 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.

For all sponsorship classifications, the District maintains the authority to reallocate budgeted funds should the need arise during the fiscal year. In addition, the District may determine, in its absolute discretion, to make any and all budgetary changes for any fiscal year including, but not limited to, the reduction or elimination of any and all budgets.

Requests for in-kind donations will be considered for all sponsorship classifications and shall be subject to the terms and conditions of these Guidelines that apply to monetary sponsorships.

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

- Water conferences
- Watershed cleanup events
- Chamber of commerce events which feature the District or address topics within the mission of the District
- Water-related educational programs
- Water efficiency initiatives

#### **Evaluation**

An evaluation of all programs supported by the District shall be conducted by the Administration Department on a regular basis. Long-term sponsorships will be evaluated annually in accordance with objectives and milestones set at the beginning of the sponsorship arrangement and in accordance with these Guidelines.

Sponsorship Applications that are not approved will be documented in the applicable District record. The findings and evaluation of disapproved Sponsorship Applications may be taken into account if the same or similar request is made in the future by the same or different Sponsorship Applicant. Each Sponsorship Application shall be evaluated by the District in accordance with these Guidelines. The District reserves the authority to terminate sponsorships that the District determines to no longer meet objectives stated under in these Guidelines or are otherwise deemed to not be in the best interests of the District.

#### **Application Process**

Each Sponsorship Applicant must submit a completed electronic Sponsorship Application. Failure to submit a completed Sponsorship Application will be grounds for the sponsorship request being denied. Applications can be accessed and submitted on the District's website at [wmwd.com](http://wmwd.com). Further sponsorship inquiries should be directed to [Sponsorships@wmwd.com](mailto:Sponsorships@wmwd.com). As a means to allow for timely review and potential processing of the sponsorship request, all sponsorship requests must be submitted no later than 30 business days prior to any deadlines for the event. Sponsorship requests submitted outside of this deadline will not be reviewed for approval unless requested by the General Manager.

Each completed Sponsorship Application will be reviewed by an evaluation team, which may include, but is not limited to, representatives from the Administration, Strategic Communications, and/or District Management Departments. Sponsorship Applicants will be notified of the District's decision in writing.

The District's Sponsorship program and budget operates separately from other District funding programs such as, but not limited to, education programs/grants, partnerships, and scholarships. Requests that do not fit within the category of a sponsorship may be directed to the appropriate District program for consideration, if applicable. Requests denied by other District programs will not be automatically re-considered for a sponsorship.

**\*\*\*ONLINE SPONSORSHIP APPLICATION IS REQUIRED\*\*\***