

YUBA COUNTY WATER AGENCY

Sponsorship Program Policy

Adopted: November 3, 2020

1.0 Purpose of this Policy

The purpose of this policy is to establish the principal policies and procedures to govern the application, review and approval of sponsorship grants by Yuba County Water Agency (Yuba Water).

2.0 Definition, Policy, and Sponsorship Examples

A sponsorship is a one-time grant and expenditure of funds by Yuba Water for the purpose of publicizing, promoting, or educating the public about Yuba Water missions, programs and services. Therefore, Yuba Water shall only expend funds on sponsorships that advance the Agency purposes by publicizing, promoting, developing, conducting, or managing the Agency mission, services, or programs. Examples include:

- A. Buying booth space at an event, e.g., Marysville Historical Fair, Yuba-Sutter Fair, Peach Festival, etc. in order to share materials and provide information to the attendees.
- B. Buying ad space in an event program and/or promotional mentions, e.g., Dancing with Our Stars, Sodbusters, United Way Soiree, etc. in order to promote Yuba Water programs.
- C. Paying to put the Yuba Water name/logo on others' distributed items, e.g., Marysville High School pompoms given to sports attendees in order to promote Yuba Water programs.
- D. Paying to participate in local parades, e.g., the Bok Kai Parade, etc. in order to promote Yuba Water programs.

3.0 Sponsorship Approval and Allocation of Funds

Yuba Water's fiscal year is from July 1 to June 30. Each year as part of its annual budget process, the Board may allocate a portion of available Agency-wide funds to provide grants in the form of sponsorships to public agencies and non-profit corporations and entities within Yuba County to further the purposes described in this policy. The budget may include funding for unanticipated sponsorship opportunities.

Working with the Finance Manager, the Communications Manager will recommend a budget for anticipated sponsorships for the ensuing fiscal year to include a projected calendar of events to be sponsored based on sponsorship activity in the prior fiscal year.

The Communications Manager may approve a sponsorship grant up to \$2,500 if it is within the Board-approved annual budget, with requests larger than this amount requiring approval by

the Board of Director (Board). All sponsorship determinations requiring Board approval will be made in an open, transparent manner at a duly noticed regular or special Board meeting. A sponsorship will not be approved unless the Communications Manager or Board determines that it will advance an Agency purpose by publicizing, promoting, developing, conducting, or managing the Agency mission, services, or programs.

4.0 Requirements and Eligibility

- A. Expenditures shall be to target audiences in Yuba County and in Yuba Water's mission areas, e.g., water supply, flood risk reduction, hydro generation, groundwater management, etc.
- B. Expenditures shall be to public agencies, educational or community non-profit organizations or for a public, community event.
- C. Expenditures shall avoid any perception of favoritism or any type of bias or discrimination.
- D. The expenditure shall be reasonable given with the number of people who will be exposed to the message.
- E. Expenditures shall avoid supporting or endorsing any political candidate, issues or campaign.

5.0 Sponsorship Application Process

- A. Sponsorship requests must be in writing to the Communications Manager with the following information provided:
 - i. Total cost of sponsorship and/or various sponsorship packages available.
 - ii. Estimated audience size and/or attendance at an event.
 - iii. Description of the audience, e.g., high school students, parents, general public.
 - iv. Actual number of items for distribution, size of associated ads, number of mentions, etc.
 - v. Timeline of distribution, e.g., specific date, season, etc.
- B. If the sponsorship is approved, Yuba Water and the grantee must confirm the sponsorship in writing through a sponsorship agreement, memo, or other document that sets forth the grantee, sponsorship amount, and sponsorship purpose. The Communications Manager may approve and sign authorized sponsorship agreements and related documents. Upon completion of the sponsored event, function, etc., the grantee must provide to Yuba Water verification of the result of the expenditure of funds, e.g., copy of the program ad, photo of the items for distribution.

6.0 Review Process and Reporting

- A. Each sponsorship request and accompanying application for up to \$2,500 must be reviewed and approved by the Communications Manager.
- B. Sponsorships of more than \$2,500 must be reviewed for consistency with this policy by the executive management team and approved by the Board.
- C. All sponsorships awarded under the authority of the Communications Manager will be reported to the Board in the ensuing General Manager’s report.
- D. The Communications Manager will ensure that the proper documentation is used to secure the sponsorship and payment.

7.0 Authority to Decline a Sponsorship Request

Yuba Water reserves the right to decline sponsorship to any organization if the purpose is not eligible, if the request is not consistent with the Agency Act and this policy, if Yuba Water lacks available funding, or for other good cause.

8.0 Reporting

In June of each year, the Communications Manager will provide a report to the Board indicating the name of the organization, sponsorship type or purpose, and the sponsorship amount for each sponsorship awarded in the current fiscal year.

9.0 Policy Waiver

The Board reserves the authority to waive this policy in whole or in part during a duly noticed meeting to the extent the waiver does not violate any federal or state law.

10.0 Policy Review

The Clerk of the Board shall ensure that this Policy is reviewed at least every two years.

Version History

Date	Version#	Description
November 3, 2020	1.0	Board Adoption