



SPONSORSHIP OF EVENTS

The purpose of this policy is to provide criteria to assist the Chair in deciding whether to accept or deny sponsorship and/or co-sponsorship requests.

SANDAG continues to gain visibility and notoriety in communities throughout the region. As more private and public organizations, businesses and individuals use our information, requests for SANDAG event sponsorship and/or co-sponsorship have increased.

Procedures

1. Consistent with Article V, Section 2 of the SANDAG Bylaws the Chair will apply the criteria in this policy when SANDAG considers requests for event sponsorship and/or co-sponsorship so long as the cost of the sponsorship is less than \$5,000 and adequate funds are available in the SANDAG budget. When sponsorship costs are expected to exceed \$5,000 the decision to sponsor an event is subject to Board approval.
2. The criteria for approval are separated into two categories that can be used in determining the potential for SANDAG sponsorship of public workshops, summits, planning meetings, community, civic and business forums, and other special events.
 - 2.1 Substantive Criteria
 - 2.1.1 The subject matter of the event is within SANDAG's purview and will have regional significance.
 - 2.1.2 The subject of the event or position that results from the event will be consistent with SANDAG adopted policy.
 - 2.1.3 The subject of the event or position that results from the event will not conflict with the authority of any SANDAG member agency.
 - 2.2 Procedural Criteria
 - 2.2.1 The event's agenda, program, and supporting materials must be provided, reviewed and be in accordance with this policy.
 - 2.2.2 An explicit definition of SANDAG's commitment to the event (speakers, logistics, funding, indirect support) must be known and considered.
 - 2.2.3 The status of other participants' and/or stakeholders' commitments must be determined prior to a decision concerning sponsorship.
3. All requests for sponsorship will be documented in a memo from the Executive Director to the Chair and will require Chair approval.