

1 **PI NUMBER 311**
2 Formerly PI 220

Effective:
Approved:

3 **SUBJECT: COMMUNITY SPONSORSHIPS AND PARTNERSHIPS**

4 **PURPOSE:** To provide guidelines for the prudent and transparent management and administration
5 of community sponsorships and partnerships to ensure the best value of TTAD's
6 investment and overall community benefit. The Policy will assure a fair and open
7 process is used in the allocation of community sponsorship and partnership funds.

8 **SECITON I - POLICY OVERVIEW**

9 The Truckee Tahoe Airport District ("District") is furthering its mission which is to provide a high level of
10 benefit and value to all Airport District constituents. Based on available funds, the District will provide
11 sponsorships to non-profits and partnerships with local agencies that provide a high level of benefit to
12 the constituents of the Airport District. The District typically funds sponsorships for local events,
13 programs, or projects where a direct or indirect benefit to the Airport District and/or its constituents is
14 realized. To achieve the purpose of this policy, three distinct categories are established for the
15 application for sponsorship funds. These are:

16 Sponsorship and Partnership Categories:

- 17 1. Community Sponsorship Level I - \$0 to \$3000. (See Section III of Policy)
- 18 2. Community Sponsorship Level II - \$3001 to \$50,000. (See Section VI of Policy)
- 19 3. Agency Partnership - \$50,001 or more (See Section V of Policy)

20 The following definitions apply to all sponsorship and partnership levels. Please refer to the appropriate
21 sponsorship category for your request. Each section of the policy has funding limits, process,
22 Application Requirements Eligibility Criteria, and timelines for each category. The District funds specific
23 programs, events or projects as opposed to organizations in general. Therefore, requests for funding
24 must be for programs operated by an organization as opposed to a contribution to an organization's
25 general operating expenses. The intent is that the general public will receive: cultural, educational, or
26 entertainment value from the program enhancing the awareness of and goodwill towards TTAD.

27 **COMMON DEFINITIONS:**

28 Definitions in this section apply to all sponsorship/partnership categories:

- 29 a. **Community Sponsorship:** A sponsorship in cash to the organizing agency which may be used to
30 offset the costs of specific programs, outreach, and events in return for benefit to District

31 constituents and recognition of the District and its mission. Community Sponsorships are
32 primarily for non-profit entities.

33 **b. In-Kind Sponsorship:** any services requiring use of District property, equipment, or resources of
34 any means other than cash. This includes but is not limited to staffing for events, equipment or
35 events and projects that require multiple days/weeks/months to complete. Donation/trade of
36 available hangar space for storage for non-profit or other governmental entities is included
37

38 **c. Community Partnerships with Non- profits:** Common service that has district and public benefit
39 as result: involves education, recreation, and environment or services than can potentially offset
40 district cost; may be used to offset the costs of specific programs or events, outreach and
41 events. Subject to board approval; the board can award increased funding at their discretion

42 **d. Agency Partnerships:** Public and or Taxing agency, town and local government where a specific
43 defined airport benefit, improvement of district property, shared equipment, and/or enhanced
44 safety is realized.

45 **e. Community Sponsorship Fund** – Funds set aside by the District each year to offset the costs of
46 providing sponsorship and support for community programs, outreach and events.

47 **f. Organization** – Includes educational institutions, government agencies, services clubs or groups,
48 for-profit entities, and not-for-profit agencies and corporations registered to do business in the
49 State of California or Nevada. Nevada not-for-profit agencies and corporations will be
50 considered for sponsorships if they are significantly serving residents of the District.

51 **g. Program** – A celebration, event, fundraiser, athletic, cultural or educational activity that
52 demonstrates a public benefit and/or community program held for the primary purpose of
53 raising funds for a nonprofit organization and for which other intrinsic cultural, athletic,
54 entertainment or educational value is provided for the benefit of constituents and the
55 advancement of the District’s mission.

56 **h. Sponsorship** – A sponsorship either in cash to the organizing agency which may be used to
57 offset the costs of specific programs or events, outreach, and events and/or support provided by
58 the District in the form of an in-kind sponsorship for services in the form of labor, equipment,
59 and other fees.

60 **i. District** – For the purposes of this policy, “District” shall refer to the Truckee Tahoe Airport
61 District (TTAD).

62 **j. Sphere of Influence** – All areas within the political boundaries of the Airport District. Sphere of
63 Influence may also extend to areas outside District political boundaries where the District and
64 communities are served and potentially impacted by the airport operations.

65 **SECTION II - COMMUNITY SPONSORSHIP LEVEL I. (\$0- \$3000.00)**

66 The District recognizes the importance of providing support for community events and programs that
67 are held for the general benefit of the community. Support of nonprofit organizations serving the
68 District’s citizens; such as, but not limited to: arts and humanities, cultural, athletic, healthcare, human

69 services, and educational enrichment and/or promotion of the Truckee Tahoe Airport District’s mission
70 of community enhancement. In order to expand awareness to the airport as well as a wide range of
71 cultural experiences and community connections for all its residents, the District provides limited
72 assistance, if the budget allows, through in-kind and cash sponsorships to local organizations in support
73 of community programs that serve a TTAD, community and public purpose. The budget for the
74 community sponsorship program, including determination of the source of funding to offset this
75 sponsorship program, shall be established by the Board of Directors each year during the annual budget
76 process. The District’s fiscal year begins October 1st of each year and end on September 30th the
77 following year.

78 **PROCESS**

79 A one page application is available online on the District website or available at the District Office.
80 Community Sponsorship Applications are approved District Senior Staff. Cash sponsorships for eligible
81 organizations, events, and programs will be considered upon filing a sponsorship application with the
82 monetary and/or in-kind sponsorship requests no less than 30 days and no more than one year before
83 the program or event date. Sponsorships will only be provided for services, programs, and organizations
84 meeting the eligibility criteria stated in this Policy.

85 The TTAD Director of Aviation and Community Relations shall be responsible for accounting for the
86 community sponsorship fund; shall keep a listing of all organizations, events, and programs receiving
87 sponsorships and through this program; and shall maintain a balance of funds available. Special Event
88 requirements and other requirements must be followed according to District policies and instruction.
89 Failure to comply will result in the organization being ineligible for future sponsorships for a period of 2
90 years from written notice.

91 Cash and in-kind sponsorship applications will be processed as they are received. Cash sponsorship
92 applications shall be reviewed for District benefit, eligibility, and financial impact by a Committee made
93 up of the Director of Aviation and Community Services, Director Operations and Maintenance, Director
94 of Finance and Administration and General Manager. Application processing and approval time line is
95 typically 30 days or less.

96 **APPLICATION REQUIREMENTS**

97 Each applicant will be required to submit:

- 98 1) A community sponsorship application on a form approved by the General Manager, detailing the
99 organization, program or event including dates, times and location, the local
100 office/headquarters of the organization, the organization’s purpose/mission, and how the
101 proposed program, partnership or event will benefit residents of Truckee Tahoe Airport District.
- 102 2) Current proof of 501(c)(3), and/or other non-profit status must be provided (if applicable as
103 determined by the District).
- 104 3) A copy of the program’s sponsorship criteria/guidelines that outlines the program’s sponsorship
105 categories and benefits of sponsorships at various levels. Incomplete applications will be
106 returned to the applicant and will not be processed.

107 4) The Truckee Tahoe Airport District may request additional information as necessary.

108 **FUNDING LIMITS**

109 The Board of Directors shall determine the community sponsorship fund balance during the budget
110 process each year. Community sponsorships may be provided to eligible organizations. Cash or In-Kind
111 donation sponsorships typically shall not exceed \$3000.00 or 2 awards per organization per fiscal year
112 (whichever is met first) unless otherwise approved by the Application Review Committee or Board of
113 Directors.

114 **ELIGIBILITY CRITERIA**

- 115 1) The Truckee Tahoe Airport District will not award sponsorships to any religion, church, creed or
116 sectarian organization to promote religious purposes. Religious organizations are not excluded
117 from sponsorships; however, the purpose of the program must be as described in the definitions
118 section of this policy and shall not serve to promote a religious message as the primary purpose.
- 119 2) Political organizations and/or individual campaigns are not eligible for sponsorships for
120 programs they conduct.
- 121 3) Programs that discriminate on the basis of age (40 and above), race, religion, gender, gender
122 identity or gender expression, sexual orientation, genetic information, marital status, disability,
123 ancestry or national origin are not eligible for sponsorship funds.
- 124 4) Individuals are not eligible for sponsorships.
- 125 5) For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-
126 for-profit corporation as a recipient of the program proceeds and provide acknowledgement of
127 receipt of said proceeds from that non-profit organization.
- 128 6) For-profit organizations are not eligible for sponsorships for promotional programs for which the
129 organization/corporation or its employees or officers will gain personal financial benefit (i.e. a
130 sales promotion).
- 131 7) All programs or events must provide a benefit to the Districts' citizens or those living in the
132 Districts' sphere of influence; and the organizations programs or events must principally serve
133 District constituents.
- 134 8) Programs must be open to the public and charge only nominal and reasonable participant fees
135 where such fees and associated revenue are used to offset program costs or are part of the
136 fundraising effort.
- 137 9) The sponsoring organization must also agree to do the following (failure to do so will result in
138 future ineligibility for a period of 2 years from written notice):
- 139 a. Obtain all required permits, clearances, insurances and program authorizations within
140 time restraints and in compliance with local, State and Federal laws and any applicable
141 Truckee Tahoe Airport District policies and procedures.
 - 142 b. Acknowledge the support of the Truckee Tahoe Airport District where appropriate, and
143 include on all printed information and advertising related to the event for which

- 144 sponsorship was provided the following statement: ***“Major funding provided in part by***
145 ***the Truckee Tahoe Airport District”*** or other logo approved by the General Manager.
- 146 c. Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe
147 Airport District so desires (at programs/events where a sponsorship booth is
148 appropriate) for the purposes of distributing information regarding the programs and
149 community services the District provides. This booth shall be provided at no cost to the
150 District. If necessary the District can provide its own booth and setup.
- 151 d. Sponsorship recipients must agree to erect a banner (if appropriate) recognizing the
152 District’s support of the event or program. This banner shall be erected at the facility for
153 the duration of the program or event. The verbiage of the banner shall be determined
154 by the General Manager. The actual banner, if not provided as part of sponsorship, will
155 be provided by the Truckee Tahoe Airport District in accordance with the size
156 requirements of the event or program.
- 157 e. Provide the District with whatever benefits are afforded other sponsors of similar
158 sponsorship levels (i.e. logo display, sponsor table, advertising benefits etc.).

159 **SECTION III - COMMUNITY SPONSORSHIP – LEVEL II (\$3001.00-**
160 **\$50,000.00)**

161 The District recognizes the importance of providing support for community events and programs that
162 are held for the general benefit of the community; support of nonprofit organizations serving the
163 District’s citizens; arts and humanities, cultural, athletic, healthcare, human services, and educational
164 enrichment; and/or promotion of the Truckee Tahoe Airport District’s mission of community
165 enhancement. In certain instances a contribution of more than \$3000 may be warranted. In order to
166 expand awareness to the airport as well as a wide range of cultural experiences and community
167 connections for all its residents, the District Board of Directors may approve large community
168 sponsorships per the Process and Application Requirements contained in this policy. The budget for the
169 Community Sponsorship – LEVEL II program, shall be established by the Board of Directors each year
170 during the annual budget process. The District’s fiscal year begins October 1st of each year and end on
171 September 30th the following year.

172 **PROCESS**

173 Must be approved by TTAD Board of Directors. The budget for the community sponsorship – LEVEL II
174 program, shall be established by the Board of Directors each year during the annual budget process.
175 The District’s fiscal year begins October 1st of each year and end on September 30th the following year.
176 Sponsorships will only be provided for services, programs, and organizations meeting the eligibility
177 criteria stated in this policy.

178 The TTAD Director of Aviation and Community Relations shall be responsible for accounting for the
179 community sponsorship fund; shall keep a listing of all organizations, events, and programs receiving
180 sponsorships and through this program; and shall maintain a balance of funds available. Special Event
181 requirements and other requirements must be followed according to District policies and instruction.

182 Failure to comply will result in the organization being ineligible for future sponsorships for a period of
183 two years from written notice.

184 **APPLICATION REQUIREMENTS**

185 Applications for Community Sponsorships – LEVEL II that require a significant financial commitment from
186 TTAD, (\$3001 - \$50,000) will require the applicant to submit their application in a timely manner
187 coinciding with The District’s fiscal year. To be considered, applications are due no later than February
188 28th of the preceding year to be considered in the next year’s fiscal budget (October 1st – September
189 30th). As part of the submittal package, the following shall also be submitted.

190 A community sponsorship – LEVEL II Application on a form approved by the General Manager, detailing
191 the organization, program, event, or project including dates, times and location, the local
192 office/headquarters of the organization, the organization’s purpose/mission, and how the proposed
193 program, partnership or event will benefit residents of Truckee Tahoe Airport District:

- 194 1) Current proof of 501(c)(3), and/or other non-profit status must be provided (if applicable as
195 determined by the District).
- 196 2) The Truckee Tahoe Airport District may request additional information as necessary.

197 **FUNDING LIMITS**

198 The Board of Directors shall determine the community sponsorship – LEVEL II funding amount during the
199 budget process each year based upon the applications submitted by constituents. The Board of
200 Directors may at their discretion use Community Outreach Unrestricted Net Assets to fund Community
201 Sponsorship – LEVEL II applications.

202 **ELIGIBILITY CRITERIA**

- 203 1) The Truckee Tahoe Airport District will not award sponsorships to any religion, church, creed or
204 sectarian organization to promote religious purposes. Religious organizations are not excluded
205 from sponsorships; however, the purpose of the program must be as described in the definitions
206 section of this policy and shall not serve to promote a religious message as the primary purpose.
- 207 2) Political organizations and/or individual campaigns are not eligible for sponsorships for
208 programs they conduct.
- 209 3) Programs that discriminate on the basis of age (40 and above), race, religion, gender, gender
210 identity or gender expression, sexual orientation, genetic information, marital status, disability,
211 ancestry or national origin are not eligible for sponsorship funds.
- 212 4) Individuals are not eligible for sponsorships.
- 213 5) For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-
214 for-profit corporation as a recipient of the program proceeds and provide acknowledgement of
215 receipt of said proceeds from that non-profit organization.

- 216 6) For-profit organizations are not eligible for sponsorships for promotional programs for which the
217 organization/corporation or its employees or officers will gain personal financial benefit (i.e. a
218 sales promotion).
- 219 7) All programs or events must provide a benefit to the Districts' citizens or those living in the
220 Districts' sphere of influence; and the organizations programs or events must principally serve
221 District constituents.
- 222 8) Where applicable, programs must be open to the public and charge only nominal and
223 reasonable participant fees where such fees and associated revenue are used to offset program
224 costs or are part of the fundraising effort.
- 225 9) The sponsoring organization must also agree to do the following (failure to do so will result in
226 future ineligibility for a period of 2 years from written notice):
- 227 a. Obtain all required permits, clearances, insurances and program authorizations within
228 time restraints and in compliance with local, State and Federal laws and any applicable
229 Truckee Tahoe Airport District policies and procedures.
 - 230 b. Acknowledge the support of the Truckee Tahoe Airport District where appropriate, and
231 include on all printed information and advertising related to the event for which
232 sponsorship was provided the following statement: ***"Major funding provided in part by
233 the Truckee Tahoe Airport District"*** or other logo approved by the General Manager.
 - 234 c. Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe
235 Airport District so desires (at programs/events where a sponsorship booth is
236 appropriate) for the purposes of distributing information regarding the programs and
237 community services the District provides. This booth shall be provided at no cost to the
238 District. If necessary the District can provide its own booth and setup.
 - 239 d. Sponsorship recipients must agree to erect a banner (if appropriate) recognizing the
240 District's support of the event or program. This banner shall be erected at the facility for
241 the duration of the program or event. The verbiage of the banner shall be determined
242 by the General Manager. The actual banner, if not provided as part of sponsorship, will
243 be provided by the Truckee Tahoe Airport District in accordance with the size
244 requirements of the event or program.
 - 245 e. Provide the District with whatever benefits are afforded other sponsors of similar
246 sponsorship levels (i.e. logo display, sponsor table, advertising benefits etc.).
 - 247 f. The public agency receiving such funds shall extend any and all benefits, discounts or
248 access to the facilities that are extended to the residents of the public that are extended
249 to residents of the public agency to all residents of TTAD on the same terms and
250 condition
- 251 10) Individuals or organizations that have been named in a law suit involving the District or have
252 pending litigation are ineligible for sponsorship/donation, until such matters have been
253 resolved.
- 254 11) Applicants have a fiduciary responsibility to maintain a positive public image that corresponds
255 with that of the Airport District's mission and core values.
- 256 12) In cases of a significant financial partnership commitment, if funding is approved, TTAD shall
257 require, as a condition of providing such funding assistance, all of the following:

- 258 a. That the public agency receiving such funds shall extend any and all benefits,
259 discounts or access to the facilities that are extended to the residents of the public
260 that are extended to residents of the public agency to all residents of TTAD on the
261 same terms and condition
- 262 b. Permanent acknowledgement of the Airport District's participation to District's
263 satisfaction.
- 264 c. That the recipient of funds execute in favor of the District a Release and Covenant
265 Not to Sue by that Aircraft utilizing that airport or the fund recipient's use of their
266 real property, fund recipient as to:
- 267 i. Any claimed damages or adverse impacts of the Truckee Tahoe Airport,
268 ii. Aircraft utilizing that airport or the fund recipient's use of their real
269 property,
270 iii. Any land use restrictions or increased structural requirements imposed
271 by the Truckee Tahoe Land Use Commission's Compatible Land Use
272 Plan, whether currently in effect of as may be later adopted.

273 **SECTION IV - AGENCY PARTNERSHIPS (\$50,001 OR MORE)**

274 The District recognizes the importance of providing support for community events, programs and
275 projects held for the general benefit of the community. In certain instances the District may choose to
276 partner with another public agency to provide benefit and value to common constituents of both public
277 agencies. Programs and projects related to the health, safety, and welfare, the arts and humanities,
278 cultural, athletic, healthcare, human services, and educational enrichment; and/or promotion of the
279 Truckee Tahoe Airport District's mission of community enhancement are eligible for Community
280 Partnership funding. Funding for Community Partnerships shall be established by the Board of Directors
281 each year during the annual budget process. The District's fiscal year begins October 1st of each year
282 and end on September 30th the following year.

283 **PROCESS**

284 Each request must be approved by TTAD Board of Directors. The budget for the Agency Partnership
285 program shall be established by the Board of Directors each year during the annual budget process. The
286 District's fiscal year begins October 1st of each year and end on September 30th the following year.
287 Agency Partnerships with the District will only be considered when requested by or sponsored by other
288 public agencies with an elected or appointed board.

289 **APPLICATION REQUIREMENTS**

290 Applications for Agency Partnerships that require a significant financial commitment from TTAD, (over
291 \$50,000) will require the applicant to submit their application in a timely manner coinciding with The
292 District's fiscal year. To be considered, applications are due no later than February 28th of the preceding

293 year to be considered in the next year’s fiscal budget (October 1st – September 30th). As part of the
294 submittal package, the following shall also be submitted:

- 295 1) A detailed and written proposal of the purpose and intent of the Agency partnership
- 296 2) A detailed budget of the project, program, or event
- 297 3) Other benefits realized by District such as shared equipment, improvements to District
298 Property, or enhanced safety.

299 **FUNDING LIMITS**

300 The Board of Directors shall determine the Agency Partnerships fund balance during the budget process
301 each year.

302 **ELIGIBILITY CRITERIA**

- 303 1) Agency Partnerships with the District will only be considered when requested by or sponsored
304 by other local public agencies with an elected or appointed board and not state or federal
305 agencies.
- 306 2) The Truckee Tahoe Airport District will not award agency partnerships to any religion, church,
307 creed or sectarian organization to promote religious purposes. Religious organizations are not
308 excluded from sponsorships; however, the purpose of the program must be as described in
309 the definitions section of this policy and shall not serve to promote a religious message as the
310 primary purpose.
- 311 3) Political organizations and/or individual campaigns are not eligible for agency partnerships for
312 programs they conduct.
- 313 4) Programs that discriminate on the basis of age (40 and above), race, religion, gender, gender
314 identity or gender expression, sexual orientation, genetic information, marital status,
315 disability, ancestry or national origin are not eligible for sponsorship funds.
- 316 5) Individuals are not eligible for funding.
- 317 6) For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California
318 not-for-profit corporation as a recipient of the program proceeds and provide
319 acknowledgement of receipt of said proceeds from that non-profit organization.
- 320 7) For-profit organizations are not eligible for agency partnerships.
- 321 8) All programs or events must provide a benefit to the Districts’ citizens or those living in the
322 Districts’ sphere of influence; and the organizations programs or events must principally serve
323 District constituents.
- 324 9) Programs must be open to the public and charge only nominal and reasonable participant fees
325 where such fees and associated revenue are used to offset program costs or are part of the
326 fundraising effort.
 - 327 a. Obtain all required permits, clearances, insurances and program authorizations within
328 time restraints and in compliance with local, State and Federal laws and any applicable
329 Truckee Tahoe Airport District policies and procedures.

- 330 b. Permanently Acknowledge the support of the Truckee Tahoe Airport District where
331 appropriate, and include on all printed information and advertising related to the event
332 for which sponsorship was provided the following statement: ***“Major funding provided***
333 ***in part by the Truckee Tahoe Airport District”*** or other logo approved by the General
334 Manager. Partnership recipients must agree to erect a banner (if appropriate)
335 recognizing the District’s support of the event or program. This banner shall be erected
336 at the facility for the duration of the program, event, facility or equipment. The verbiage
337 of the banner shall be determined by the General Manager. The actual banner, if not
338 provided as part of sponsorship, will be provided by the Truckee Tahoe Airport District
339 in accordance with the size requirements of the event or program.
- 340 c. Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe
341 Airport District so desires (at programs/events where a sponsorship booth is
342 appropriate) for the purposes of distributing information regarding the programs and
343 community services the District provides. This booth shall be provided at no cost to the
344 District. If necessary the District will provide its own booth and setup.
- 345 d. Provide the District with whatever benefits are afforded other sponsors of similar
346 sponsorship or partnership levels (i.e. logo display, sponsor table, advertising benefits
347 etc.).
- 348 e. The public agency receiving such funds shall extend any and all benefits, discounts or
349 access to the facilities that are extended to the residents of the public that are extended
350 to residents of the public agency to all residents of TTAD on the same terms and
351 condition
- 352 10) Individuals or organizations or public agencies that have been named in a law suit involving
353 the District or have pending litigation are ineligible for sponsorship/donation, until such
354 matters have been resolved.
- 355 11) Applicants must be of upstanding moral and public character. Applicants have a fiduciary
356 responsibility to maintain a public image that corresponds with that of the Airport District’s
357 mission and core values.
- 358 12) In cases of a significant financial partnership commitment, if funding is approved, TTAD shall
359 require, as a condition of providing such funding assistance, all of the following:
- 360 a. That the public agency receiving such funds shall extend any and all benefits, discounts
361 or access to the facilities that are extended to the residents of the public that are
362 extended to residents of the public agency to all residents of TTAD on the same terms
363 and condition
- 364 b. Acknowledgement of the Airport District’s participation.
- 365 c. That the recipient of funds execute in favor of the District a Release and Covenant Not
366 to Sue by the Aircraft utilizing that airport or the fund recipient’s use of their real
367 property, fund recipient as to:
- 368 1. Any claimed damages or adverse impacts of the Truckee Tahoe Airport,
369 2. Aircraft utilizing that airport or the fund recipient’s use of their real property,
- 370 3. Any land use restrictions or increased structural requirements imposed by the Truckee
371 Tahoe Land Use Commission’s Compatible Land Use Plan, whether currently in effect of
372 as may be later adopted.