

**SUBJECT: COMMUNITY SPONSORSHIPS AND AGENCY PARTNERSHIPS**

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

## **SECTION I – POLICY OVERVIEW**

The Truckee Tahoe Airport District ("District") is furthering its mission which is to provide a high level of benefit and value to all Airport District constituents. Based on available funds, the District may provide 1) sponsorships to non-profits and 2) partnerships with local public agencies that provide a high level of benefit to the constituents of the Airport District. To achieve the purpose of this policy, the following categories are established:

1. Community Sponsorship - \$0 to \$3,000. (See Section II of Policy)
2. Agency Partnership - \$3,001 or more. (See Section III of Policy)

The following definitions apply to all sponsorship and agency partnership categories. t. Each category of the policy has funding limits, processes, and eligibility criteria. The District funds specific programs, events or projects as opposed to organizations or public agencies in general. Therefore, requests for funding must be for programs operated by an organization or public agency as opposed to a contribution to general operating expenses. The intent is that the public will receive cultural, educational, entertainment, or safety enhancements or value from the program enhancing the awareness of and goodwill towards the District.

### **COMMON DEFINITIONS:**

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

- a. **District:** For the purposes of this policy, "District" shall refer to the Truckee Tahoe Airport District (TTAD).
- a. **Community Sponsorship:** A sponsorship in cash to the organization or public agency which may be used to offset the costs of specific programs, outreach, and events in return for benefit to District constituents and recognition of the District and its mission. Community Sponsorships are primarily for non-profit entities.

- b. **Agency Partnerships:** Public Agency and or taxing agency, town, county, or local government where a specific defined airport benefit, improvement of District property, shared equipment, and/or enhanced safety is realized.

**Community Sponsorship Fund:** Funds set aside by the District each year to provide sponsorship and support for community programs, outreach, and events.

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

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

- e. **Organization:** Includes educational institutions, public agencies, service clubs or groups, for-profit entities, and not-for-profit agencies and corporations registered to do business in the State of California or Nevada. Nevada not-for-profit agencies and for-profit entities will be considered for sponsorships if they are significantly serving residents of the District.

- f. **Program:** A celebration, event, fundraiser, athletic, cultural, or educational activity that demonstrates a public benefit and/or community program held for the primary purpose of raising funds for a non-profit organization and for which other intrinsic cultural, athletic, entertainment, or educational value is provided for the benefit of constituents and the advancement of the District's mission.

- g. **Sphere of Influence:** All areas within the political boundaries of the Airport District. Sphere of Influence may also extend to areas outside District political boundaries where the District and communities are served and potentially impacted by airport operations.

- h. **Constituent:** A constituent of the District includes residents, property owners, community members, and voters within the District's political boundaries. Constituents may also include individuals and groups outside the District's political boundaries, but within its Sphere of Influence.

## **IMPROVEMENTS TO DISTRICT ASSETS OR PROPERTY**

The Board of Directors, in partnership with other public agencies, may choose to fund improvements or enhancements to District assets, which is any interest in real property, or equipment that the District owns in full or in partnership through written agreements with other public agencies. The District reserves the right to fund improvements or enhancements to these District assets or interests to assure the continued viability, upkeep, and/or public benefit of those District assets and interests.

## **SECTION II - COMMUNITY SPONSORSHIP (\$0 - \$3,000)**

The District recognizes the importance of providing support for community events and programs that are held for the general benefit of the community. Support of non-profit organizations serving the District's constituents; such as, but not limited to: arts and humanities, cultural, athletic, health care, human services, and educational enrichment and/or promotion of the Truckee Tahoe Airport District's mission of community enhancement. In order to expand awareness to the airport as well as a wide range of experiences and community connections for all its residents, the District provides limited assistance, if the budget allows, through in-kind and cash sponsorships to local organizations in support of community programs that serve a TTAD, community, and public purpose.

### **PROCESS**

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

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

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

### **APPLICATION REQUIREMENTS**

Each applicant will be required to submit:

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

- 5) The Truckee Tahoe Airport District may request additional information as necessary.

## FUNDING LIMITS

The Board of Directors shall determine the community sponsorship fund balance during the budget process each year. Community sponsorships may be provided to eligible organizations. Cash or in-kind donation sponsorships typically shall not exceed \$3,000 or two awards per organization, per fiscal year (whichever is met first) unless otherwise approved by the Application Review Committee or Board of Directors.

## ELIGIBILITY CRITERIA

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

- c. Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe Airport District so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding the programs and community services the District provides. This booth and space and admission to the event shall be provided at no cost to the District. If necessary the District can provide its own booth and setup.
  - d. Community Sponsorship recipients must agree to erect a banner (if appropriate) recognizing the District's support of the event or program. This banner shall be erected at the facility for the duration of the program or event. The verbiage of the banner shall be determined by the General Manager. The actual banner, if not provided as part of sponsorship, will be provided by the Truckee Tahoe Airport District in accordance with the size requirements of the event or program.
  - e. Provide the District with whatever benefits are afforded other sponsors of similar sponsorship levels (i.e., logo display, sponsor table, advertising benefits, etc.).
- 10) Individuals or organizations or public agencies that have been named in a lawsuit involving the District or have pending litigation with the District are ineligible for sponsorship/donation, until such matters have been resolved.

## **SECTION III – AGENCY PARTNERSHIP (\$3,001 OR MORE)**

The District recognizes the importance of providing support for community events, programs, and projects held for the general benefit of the community. The District also realizes that some requests may require a significant financial commitment (\$3,001 or more) on behalf of the District. The Agency Partnership program is aimed at:

- Forming active and mutually beneficial relationships with organizations and/or public agencies
- Providing benefit and value to the common constituents of both the District and the partnering agency

In addition, Agency Partnerships will:

- Be responsive to community needs
- Build value for the Airport District; and
- Reflect the Truckee Tahoe Airport District’s Mission

Funding for Agency Partnerships shall be established by the Board of Directors each year during the annual budget process. The District’s fiscal year begins October 1<sup>st</sup> of each year and ends on September 30<sup>th</sup> the following year.

### **PROCESS**

The District will carefully consider Agency Partnership requests that match its mission statement and goals while also providing an aviation benefit to the District and/or a mutual benefit to the District and the partner public agency. Agency Partnership opportunities will be reviewed on a case by case basis as they are presented to the District. Agency Partnerships with the District will only be considered when endorsed through a formal motion or resolution with findings approved by the governing board by another local public agency with an elected or appointed board. Agency Partnerships will first be reviewed by District staff to ensure they meet all the eligibility criteria. Once this determination has been made, each request will be presented to the TTAD Board of Directors for their determination and/or approval.

### **FUNDING LIMITS**

The Board of Directors shall determine the Agency Partnership fund balance during the budget process each year. The Board of Directors may at their discretion use Community Outreach Unrestricted Net Assets to fund Agency Partnerships.

### **ELIGIBILITY CRITERIA**

- 1) Agency Partnerships with the District will only be considered when endorsed, through a formal motion or resolution with findings approved by the governing board, by another local public agency with an elected or appointed board. Non-profit and community organizations are eligible when in partnership with a public agency, and are named as such in the formal motion or resolution.).
- 2) The motion approved by the public agency governing board should:

- a. Describe the public benefit of the request and/or partnership opportunity
  - b. Outline what the partnering agency intends to contribute to the request
  - c. Express support for the requested event, program, or project
  - d. if applicable, name the partnering non-profit organization.
- 3) State and Federal Agencies are not eligible for funding.
  - 4) The Truckee Tahoe Airport District will not award Agency Partnerships to any religion, church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from Agency Partnerships; however, the purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message as the primary purpose.
  - 5) Political organizations and/or individual campaigns are not eligible for Agency Partnerships for programs they conduct.
  - 6) Programs that discriminate on the basis of age (40 and above), race, religion, gender, gender identity or gender expression, sexual orientation, genetic information, marital status, disability, ancestry or national origin are not eligible for Agency Partnership funds.
  - 7) Individuals are not eligible for funding.
  - 8) For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization.
  - 9) For-profit organizations are not eligible for Agency Partnerships.
  - 10) All programs or events must provide a benefit to the Districts' constituents or those living in the Districts' sphere of influence; and the organizations programs or events must principally serve District constituents.
  - 11) Programs must be open to the public and charge only nominal and reasonable participant fees where such fees and associated revenue are used to offset program costs or are part of the fundraising effort.
  - 12) The public agency must also agree to do the following (failure to do so will result in future ineligibility for a period of two years from written notice):
    - a. Obtain all required permits, clearances, insurances, and program authorizations within time restraints and in compliance with local, State, and Federal laws and any applicable Truckee Tahoe Airport District policies and procedures.
    - b. Permanently acknowledge the support of the Truckee Tahoe Airport District where appropriate, and include on all printed information and advertising related to the event for which sponsorship was provided the following statement: ***"Major funding provided in part by the Truckee Tahoe Airport District"*** or other logo approved by the General Manager.
    - c. Allow the District to have a sponsor booth at the program/event if the Truckee Tahoe Airport District so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding the programs and community services the District provides. This booth shall be provided at no cost to the District. If necessary the District will provide its own booth and setup.

- d. Partnership recipients must agree to erect a banner (if appropriate) recognizing the District's support of the event or program. This banner shall be erected at the facility for the duration of the program, event, facility, or equipment. The verbiage of the banner shall be determined by the General Manager. The actual banner, if not provided as part of sponsorship, will be provided by the Truckee Tahoe Airport District in accordance with the size requirements of the event or program.
  - e. Provide the District with whatever benefits are afforded other sponsors of similar sponsorship or partnership levels (i.e., logo display, sponsor table, advertising benefits, etc.).
  - f. The public agency receiving such funds shall extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.
- 13) Individuals or organizations or public agencies that have been named in a lawsuit involving the District or have pending litigation with the District are ineligible for sponsorship/donation, until such matters have been resolved.
- 14) Applicants must be of upstanding moral and public character. Applicants have a fiduciary responsibility to maintain a public image that corresponds with that of the District's mission and core values.
- 15) In cases of a significant financial partnership commitment, if funding is approved, the District shall require, as a condition of providing such funding assistance, all of the following:
- a. That the public agency receiving such funds shall extend any and all benefits, discounts, or access to the facilities that are extended to the residents of the public agency to all residents of the Truckee Tahoe Airport District on the same terms and conditions.
  - b. Permanent acknowledgement of the Airport District's participation to the District's satisfaction.
  - c. That the recipient of funds execute in favor of the District a Release and Covenant Not to Sue by the Aircraft utilizing that airport or the fund recipient's use of their real property, fund recipient as to:
    - i. Any claimed damages or adverse impacts of the Truckee Tahoe Airport,
    - ii. Aircraft utilizing that airport or the fund recipient's use of their real property,
    - iii. Any land use restrictions or increased structural requirements imposed by the Truckee Tahoe Land Use Commission's Compatible Land Use Plan, whether currently in effect or as may be later adopted.

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Lisa Wallace – Board President