

## **PI NUMBER 311**

Formerly PI 220

Effective: Dec. 2, 2015

Approved: Dec. 2, 2015

**SUBJECT: COMMUNITY SPONSORSHIPS AND PARTNERSHIPS**

**PURPOSE:** To provide guidelines for the prudent and transparent management and administration of community sponsorships and 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 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 will provide sponsorships to non-profits and partnerships with local agencies that provide a high level of benefit to the constituents of the Airport District. The District typically funds sponsorships for local events, programs, or projects where a direct or indirect benefit to the Airport District and/or its constituents is realized. To achieve the purpose of this policy, three distinct categories are established for the application for sponsorship funds. These sponsorship and partnership categories are:

1. Community Sponsorship Level I - \$0 to \$3,000. (See Section II of Policy)
2. Community Sponsorship Level II - \$3,001 to \$50,000. (See Section III of Policy)
3. Agency Partnership - \$50,001 or more. (See Section IV of Policy)

The following definitions apply to all sponsorship and partnership levels. Please refer to the appropriate sponsorship category for your request. Each category of the policy has funding limits, processes, application requirements, eligibility criteria, and timelines. The District funds specific programs, events or projects as opposed to organizations in general. Therefore, requests for funding must be for programs operated by an organization as opposed to a contribution to an organization's general operating expenses. The intent is that the general public will receive: cultural, educational, or entertainment 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. **Community Sponsorship:** A sponsorship in cash to the organizing 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. **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 governmental entities is included.
- c. **Community Partnerships with Non-profits:** Common service that has district and public benefit as result: involves education, recreation, and environment or services than 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.
- d. **Agency Partnerships:** Public 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.
- e. **Community Sponsorship Fund:** Funds set aside by the District each year to offset the costs of providing sponsorship and support for community programs, outreach, and events.
- f. **Organization:** Includes educational institutions, government 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 corporations will be considered for sponsorships if they are significantly serving residents of the District.
- g. **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.
- h. **District:** For the purposes of this policy, "District" shall refer to the Truckee Tahoe Airport District (TTAD).
- i. **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.

## **SECTION II - COMMUNITY SPONSORSHIP LEVEL I. (\$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 cultural 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. The budget for the community sponsorship program, including determination of the source of funding to offset this sponsorship program, 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**

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 one year before the program or event date. Sponsorships will only be provided for services, programs, and organizations meeting the eligibility criteria stated in this Policy.

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.

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.

### **APPLICATION REQUIREMENTS**

Each applicant will be required to submit:

- 1) A community sponsorship application on a form approved by the General Manager, 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. Incomplete applications will be returned to the applicant and will not be processed.
- 4) 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 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 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 shall be provided at no cost to the District. If necessary the District can provide its own booth and setup.
- d. 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.).

## **SECTION III - COMMUNITY SPONSORSHIP – LEVEL II (\$3,001 - \$50,000)**

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; 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 certain instances a contribution of more than \$3,000 may be warranted. In order to expand awareness to the airport as well as a wide range of cultural experiences and community connections for all its residents, the Board of Directors may approve large community sponsorships per the Process and Application Requirements contained in this policy. The budget for the Community Sponsorship – LEVEL II program, 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**

Each request must be approved by the TTAD Board of Directors. The budget for the community sponsorship – LEVEL II program, 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. Sponsorships will only be provided for services, programs, and organizations meeting the eligibility criteria stated in this policy.

The TTAD Director of Aviation and Community Services shall be responsible for accounting of 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**

Applications for Community Sponsorships – LEVEL II that require a significant financial commitment from the District, (\$3,001 - \$50,000) will require the applicant to submit their application in a timely manner coinciding with the District's fiscal year. To be considered, applications are due no later than February 28<sup>th</sup> of the preceding year to be considered in the next year's fiscal budget (October 1<sup>st</sup> – September 30<sup>th</sup>). As part of the submittal package, the following shall also be submitted.

A Community Sponsorship – LEVEL II application on a form approved by the General Manager, detailing the organization, program, event, or project 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:

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



## FUNDING LIMITS

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

## ELIGIBILITY CRITERIA

- 1) The Truckee Tahoe Airport District will not award 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 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) Where applicable, 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 shall be provided at no cost to the District. If necessary the District can provide its own booth and setup.

- d. 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.).
  - 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.
- 10) Individuals or organizations that have been named in a lawsuit involving the District or have pending litigation are ineligible for sponsorship/donation, until such matters have been resolved.
- 11) Applicants have a fiduciary responsibility to maintain a positive public image that corresponds with that of the the District's mission and core values.
- 12) 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 that 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.



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

The District recognizes the importance of providing support for community events, programs, and projects held for the general benefit of the community. In certain instances the District may choose to partner with another public agency to provide benefit and value to common constituents of both public agencies. Programs and projects related to health, safety, and welfare, the 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 are eligible for Community Partnership funding. Funding for Community 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**

Each request must be approved by the TTAD Board of Directors. The budget for the Agency Partnership program 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. Agency Partnerships with the District will only be considered when requested by or sponsored by other public agencies with an elected or appointed board.

### **APPLICATION REQUIREMENTS**

Applications for Agency Partnerships that require a significant financial commitment from TTAD, (over \$50,000) will require the applicant to submit their application in a timely manner coinciding with the District's fiscal year. To be considered, applications are due no later than February 28<sup>th</sup> of the preceding year to be considered in the next year's fiscal budget (October 1<sup>st</sup> – September 30<sup>th</sup>). As part of the submittal package, the following shall also be submitted:

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

### **FUNDING LIMITS**

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

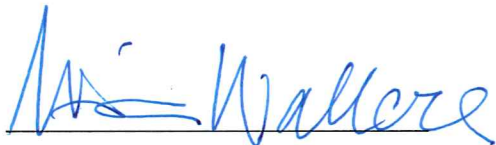
### **ELIGIBILITY CRITERIA**

- 1) Agency Partnerships with the District will only be considered when requested by or sponsored by other local public agencies with an elected or appointed board. Non-profits are not eligible under this criteria unless they have a letter of endorsement and formal relationship with a public agency as defined herein (see Section I-d).
- 2) State and Federal Agencies are not eligible for funding.
- 3) 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 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.

- 4) Political organizations and/or individual campaigns are not eligible for Agency Partnerships for programs they conduct.
- 5) 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.
- 6) Individuals are not eligible for funding.
- 7) 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.
- 8) For-profit organizations are not eligible for Agency Partnerships.
- 9) 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.
- 10) 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.
- 11) 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.
- 12) Individuals or organizations or public agencies that have been named in a lawsuit involving the District or have pending litigation are ineligible for sponsorship/donation, until such matters have been resolved.
- 13) 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.
- 14) 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.



Lisa Wallace – Board President