

TRUCKEE TAHOE AIRPORT DISTRICT POLICY INSTRUCTION

PI NUMBER 311

Formerly PI 220

Effective: February 1, 2011

Approved: January 26, 2012

SUBJECT: COMMUNITY SPONSORSHIP POLICY

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

POLICY:

I. OVERVIEW

The Truckee Tahoe Airport District ("TTAD or 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 nonprofit organizations serving the District's citizens; arts and humanities, cultural, athletic, healthcare, human services, and educational enrichment; and/or promotion of the Truckee Tahoe Airport District's mission of community enhancement. In order to expand access to 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 Truckee Tahoe Airport District intends to fund specific programs and/or events 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 some intrinsic cultural, educational, or entertainment value from the program and the awareness of and goodwill towards TTAD shall be increased.

II. PURPOSE

The purpose of this policy is to set process and parameters for cash and/or in-kind sponsorships for community programs or events conducted by local organizations and the waiver of TTAD user service fees.

III. DEFINITIONS

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.

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

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 nonprofit 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.

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

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

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 the airport operations.

IV. POLICY/PROCESS

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 1st of each year and end on September 30th the following year. 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/Community Relations and Communications 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. The total of all sponsorships awarded each fiscal year shall not exceed the established budget without approval of the Board of Directors. Special Event requirements and other requirements must be followed according to District policies and instruction. Failure to comply will result in the organization being ineligible for future sponsorships for a period of 2 years from written notice.

V. 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 donation sponsorships typically shall not exceed \$500 per organization, program or event per fiscal year unless otherwise approved by the Application Review Committee or Board of Directors. The District reserves the right to sponsor programs up to \$500, allocate partial funding or opt to not fund any or all

sponsorship requests. In the case of partial funding (typically for in-kind sponsorships) for a program, costs owed to the District, other than those covered by a sponsorship per this policy, shall be borne by the sponsoring community organization and are due and payable before the program begins or within 30 days of the conclusion of the program determined by the General Manager.

VI. 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 or event will benefit residents of 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 sponsorship 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.

VII. APPLICATION REVIEW/APPROVAL

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/Community Relations and Communication, Director Operations and Maintenance, Director of Finance and Administration and General Manager. Application processing and approval time line is typically 30 days or less.

VIII. 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, race, sex, sexual orientation, marital status, disability 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' citizens 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 2 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: ***"This program/event is sponsored 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. 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.).

Kathleen Eagan, President