

SPONSORSHIP OF EVENTS

The purpose of this policy is to provide criteria to assist SANDAG staff in deciding whether to accept or deny sponsorship and/or co-sponsorship requests. SANDAG will evaluate all sponsorship proposals on a viewpoint-neutral basis.

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

SANDAG defines sponsorship as an arrangement under which an entity provides financial or in-kind support to achieve marketing advantages.

Procedures for Providing Sponsorships

1. The criteria and procedure for approval that will be used in determining the potential for SANDAG sponsorship of events, including but not limited to public workshops, summits, planning meetings, community, civic and business forums, and other special events, are outlined below
 - 1.1 Criteria
 - 1.1.1 The subject matter of the event is within SANDAG's purview and will have regional significance.
 - 1.1.2 There are no perceived or actual conflicts of interest with SANDAG.
 - 2.1.1 The subject of the event or position that results from the event will be consistent with SANDAG adopted policy.
 - 2.1.2 The subject of the event or position that results from the event will not conflict with the authority of any SANDAG member agency.
 - 1.2 Procedure
 - 1.2.1 The event's agenda, program, and supporting materials must be provided, reviewed and be in accordance with this policy.
 - 1.2.2 An explicit definition of SANDAG's commitment to the event (speakers, logistics, funding, indirect support) must be known and considered.
 - 1.3 SANDAG reserves the right to refuse and approve sponsorship requests. All requests for SANDAG to provide sponsorships will be documented and will adhere to SANDAG procurement policies.

Procedures for Accepting Sponsorships

2. Sponsorship of SANDAG events and activities will be in-kind only; no monetary funds will be accepted. The criteria and procedure for approval that will be used when considering requests from outside parties to sponsor a SANDAG event or activity, including but not

limited to SANDAG marketing campaigns, programs, events and other activities, are outlined below.

2.1 Criteria

2.1.1 The outside party's intent aligns with SANDAG's purview

2.1.2 There are no perceived or actual conflicts of interest with SANDAG

2.2 Procedure

2.2.1 The SANDAG event agenda, program and supporting materials must be readily available to interested parties upon request.

2.2.2 Sponsor's level of commitment (speakers, logistics, in-kind contributions, trade values, support, etc.) must be known and considered.

2.3 SANDAG reserves the right to refuse and approve sponsorship requests. All requests for SANDAG to accept sponsorships will be documented and will adhere to SANDAG procurement policies.

Adopted June 2003

Amended May 2024