



Western Municipal Water District Sponsorship Guidelines

In order to advance its mission, the District intends to participate in, and/or provide funding or in-kind contributions to, eligible organizations and events whose program goal(s) is related to the District's mission. The District's mission is to provide water and wastewater service and water resource management to its customers in a safe, reliable, environmentally sensitive and financially responsible manner.

Given this objective framework, these sponsorship principles serve as the Guidelines for both staff and Sponsorship Applicants. These Guidelines serve to assess sponsorship requests in light of the District's mission, the nature of the proposal and the District's marketing needs.

Sponsorship

Sponsorship is defined as an agreement or arrangement between the District and a not-for-profit organization, government agency or an organization hosting a charitable program, where the organization receives either money or a benefit-in-kind for an event or program. In exchange for such a sponsorship, the District receives publicity or other benefits that further the District's mission.

Criteria for Eligibility

The District may approve, in its absolute discretion, a Sponsorship Application that meets one of the following criteria for eligibility. A Sponsorship Application will be eligible for approval if the event or program goal(s) furthers the District's mission by:

- Raising public awareness on issues related to the District's mission; or
- Building key stakeholder and community relationships to further the District's mission; or
- Promoting collaboration with regional partners as part of fulfilling the District's mission.

Sponsorship Classifications

The District has established a maximum budget of \$65,000 per fiscal year (July to June), which may be used at the District's absolute discretion, for events or programs that meet the Criteria for Eligibility. The maximum sponsorship to any one qualifying program or event is \$5,000 (per fiscal year) with an annual cap of \$10,000 to any one organization. A sponsorship request in an amount in excess of the established maximum limits for programs or events, as set forth therein, is subject to approval by the Board of Directors. The Board of Directors may approve such a request if it determines, in its absolute discretion, that the request involves unique circumstances and will further the mission of the District.

For all sponsorship classifications, the District maintains the authority to reallocate budgeted funds should the need arise during the fiscal year. In addition, the District may determine, in its absolute discretion, to make any and all budgetary changes for any fiscal year including, but not limited to, the reduction or elimination of any and all budgets.

Requests for in-kind donations will be considered for all sponsorship classifications and shall be subject to the terms and conditions of these Guidelines that apply to monetary sponsorships.

Examples of sponsorships which may be funded include, but are not limited to, the following:

- Water conferences
- Watershed cleanup events
- Chamber of commerce events
- School water-related educational programs
- Water efficiency initiatives

Evaluation

An evaluation of all programs supported by the District shall be conducted by the Community Affairs Office on a regular basis. Long-term sponsorships will be evaluated annually in accordance with objectives and milestones set at the beginning of the sponsorship arrangement and in accordance with these Guidelines.

Sponsorship Applications that are not approved will be documented in the applicable District record. The findings and evaluation of disapproved Sponsorship Applications may be taken into account if the same or similar request is made in the future by the same or different Sponsorship Applicant. Each Sponsorship Application shall be evaluated by the District in its absolute discretion in accordance with these Guidelines. The District reserves the authority to terminate sponsorships that the District determines, in its absolute discretion, to no longer meet objectives stated under in these Guidelines or are otherwise deemed to not be in the best interests of the District.

Application Process

Each Sponsorship Applicant must submit a completed Program Sponsorship Application. Applications should be directed to:

Community Affairs Office
Western Municipal Water District
14205 Meridian Parkway
Riverside, California 92518

Each completed Sponsorship Application will be reviewed by an evaluation team, which may include, but is not limited to, representatives from the Community Affairs Office, and/or District management. Any Sponsorship Application that is not completed in its entirety will be returned to the Sponsorship Applicant for completion and re-submittal. Sponsorship Applicants will be notified of the District's decision in writing.