



Policy Number: F23_001

Original Adoption Date: March 23, 2023

Subject: Sponsorship Policy

Purpose: This Sponsorship Policy establishes a standardized process for San Diego Community Power (SDCP) to fairly and objectively evaluate a business, organization, or individual seeking sponsorship from SDCP.

Policy Definitions

Sponsorship: A sponsorship is any financial or in-kind support from SDCP (including SDCP administrative time) to a business, organization, or individual that helps offset the costs of an event hosted by the business, organization, or individual.

Sponsorship Agreement: A negotiated agreement between SDCP and a company, organization, or individual to pay a sponsorship fee, provide services, share products or any combination thereof, including advertising, digital marketing, and promotional opportunities.

Sponsorship Event: A celebration, fundraiser, or educational activity that demonstrates a public benefit that meets the criteria established below.

Event types shall include the following:

- Events that contribute to and support SDCP’s Mission, Vision, Core Values, and Goals, as adopted by the SDCP Board of Directors on June 23, 2022, including goals for cleaner renewable power, investment into communities of concern, climate justice and equity, promoting electrification and decarbonization, energy education, community outreach, and workforce development;
- Events that contribute positively to the recognition and brand awareness of SDCP;
- Events and organizations that demonstrate that they can meet the necessary requirements of the Sponsorship Agreement; and
- Events that are open to the general public, or, if exclusive, then located within the San Diego region and/or supportive of SDCP’s Mission, Vision, Core Values, and Goals.

Policy Restrictions

- In general, religious organizations and organizations whose primary purposes include support of or opposition to candidates for political office, political parties, or ballot measures, are not eligible for sponsorships with SDCP, nor are businesses, organizations or individuals whose primary products are firearms, tobacco, fossil fuels and/or any other subject matter not deemed appropriate by SDCP.
- In all cases, SDCP reserves the right to reject any and all sponsors and sponsorship proposals if the criteria as outlined is not followed or there is the existence of a potential conflict of interest or an appearance of a conflict of interest or the sponsorship would otherwise conflict with applicable law.

Internal Review

I. Guidelines for Acceptable Sponsorships

Sponsors should be businesses, nonprofits, or individuals that promote mutually beneficial relationships for San Diego Community Power. All potential sponsorships (*e.g.*, events, programs, forums, etc.) should be reviewed in terms of creating synergistic relationships with regard to benefits, community contributions, educational opportunities, as well as political sensitivities. All sponsorships should promote the Mission, Vision, Core Values, and Goals of San Diego Community Power as follows:

- **MISSION STATEMENT**
San Diego Community Power is a community-owned organization that provides affordable clean energy and invests in the community to create an equitable and sustainable future for the San Diego region.
- **VISION STATEMENT**
A global leader inspiring innovative solutions to climate change by powering our communities with 100% clean affordable energy while prioritizing equity, sustainability, and high-quality jobs.
- **CORE VALUES**
Justice, Equity, Diversity & Inclusion (JEDI)
Impact
Integrity
Innovation
Servant Leadership
Togetherness

The following questions are the major guiding principles of this policy and should be addressed prior to soliciting potential sponsors or reviewing submitted sponsorship requests:

- Is the sponsorship reasonably related to the Mission, Vision, Core Values, and Goals of SDCP?
- What are the real costs, including administrative time, of the sponsorship?
- Has SDCP previously sponsored this organization?
- Will this sponsorship lead to a longer-term partnership?
- Will this sponsorship have a significant impact on SDCP's goal to equitably distribute resources across all of SDCP's member agencies?

While objective analysis is ideal, the appropriateness of a potential sponsorship may be necessarily subjective. This policy addresses this necessity by including Approval Levels from various levels of SDCP management outlined in Section III, to help assist with decisions involving larger amounts and benefits for sponsorship.

II. Sponsorship Form and Approval Levels

Sponsorships will generally be presented for consideration in two ways: (1) a business, organization or individual requests a sponsorship from SDCP; or (2) a member of the SDCP Staff, Board of Directors or Community Advisory Committee for SDCP's consideration.

For all requested sponsorships, SDCP shall require a Sponsorship Form (Attachment A) to be filled out and submitted to SDCP's External Affairs Team.

Each sponsorship will need separate approval if it exceeds specified limits. The Approval Levels for Sponsorship Agreements are as follows:

- Under \$1,000 – Sponsorship Agreement requires approval by External Affairs staff with review by the supervising Management Team Member
- \$1,001 to \$8,500 – Sponsorship Agreement requires approval by a Management Team Member and the Department Director
- Over \$8,500 - Sponsorship Agreement requires approval by the Department Director, the Chief Financial Officer, and the Chief Executive Officer

III. Sponsorship Agreement

Sponsorship Forms shall be reviewed by the Senior Manager of Strategic Partnerships, or designee, within five (5) business days once submitted. If the sponsorship request is approved for negotiation, the Senior Manager of Strategic Partnerships, or designee, will reach out to the respective business, organization, or individual and negotiate a Sponsorship Agreement (Attachment C).

The Sponsorship Agreement will include, at a minimum, the following:

- An agreed upon sponsorship price
- All benefits to SDCP outlined in writing (*e.g.*, marketing, social media, tabling, tickets, quantified to the extent possible.)
- Any requirements or requests for participation, such as speaking and/or moderating roles

All sponsorships shall be paid via an invoice or purchase order. Any alternate form of payment must be approved by the Chief Financial Officer, or designee, prior to such payment.

IV. Sponsorship Contact & Budget Database

A designated staff person or representative of the Public Affairs Team will keep an updated list of all current sponsors, sponsored activities, sponsorship amounts, sponsorship agreements, and contacts related to sponsorship.

Purpose of Maintaining the Database:

- Limit duplicate solicitations of one sponsor
- Allow management to make decisions based on most appropriate solicitations and levels of benefits offered
- Keep a current list of all contacts
- Track available budget and allow SDCP management to better understand overall sponsorship budget impacts and needs
- Track geographic diversity of event participation and sponsorships