

Subject: Events Sponsorship

Purpose: To Establish a Policy that provides GRF staff procedures which allow them to solicit sponsorships for GRF staff coordinated events that benefit the Rossmoor community. Sponsorships would be used to offset the expenses of events.

**CONSIDERATIONS:**

1. Sponsors may donate merchandise and/or funds for events coordinated by GRF staff.
2. At the discretion of a department head or the CEO, an agreement, possibly including insurance coverage, may be required with a sponsor.
3. An event sponsor may have their name/business/products advertised in recognition of their sponsorship.
4. Advertising restrictions are as follows:
  - a. Sponsor must have a designated contact person in charge of all event sponsorship planning.
  - b. Sponsor advertising is restricted to event venue or designated area during the event.
  - c. Sponsor must provide a plan of advertisement (at sponsor's expense) for approval at least 3 weeks prior to event. The plan will include samples/pictures/proofs of all signage and advertising materials, including dimensions. Placement and appearance of advertising is subject to staff approval.
  - d. Sponsor will be encouraged to advertise in Rossmoor News prior to event (at sponsor expense).
  - e. All advertising must fall within appropriate parameters for venue type and appropriate size for venue as determined by staff.
  - f. All advertising must be easily set up and removed with no damage to venue, e.g., no hanging on walls with nails, no affixing banners to lights or ornamental objects at venue, etc. If damage occurs, sponsor will be responsible for repairs.

**STAFF PROCEDURES:**

Department Head or CEO shall have final approval of:

1. Event type and suitability of sponsor's donations for event.
2. All advertising and related issues for events and sponsors.
3. Final approval and sign off on letters of solicitation and thank you letters to event sponsors.

**POLICY COORDINATION:**

1. This policy relates to, and is determined to be exempt from Policy 101.1 (Acceptance of Gifts, Donations, and Bequests) and Policy 501.0 (Installation of Signs on Golden Rain Foundation Property).
2. This policy is deemed to be consistent with Policy 304.0 with regard to facility usage.

Authority: Policy

9/30/10