

**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 and procedures for soliciting offers to sponsor SANDAG events. SANDAG will evaluate all sponsorship proposals on a viewpoint-neutral basis.

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

**Procedures for SANDAG to Provide 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 between SANDAG and the event's subject matter or hosts.
- 1.1.3 The subject of the event or position that results from the event will be consistent with SANDAG adopted policy.
- 1.1.4 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 in the opinion of the Chief Executive Officer (CEO) or delegate thereof.
- 1.2.2 An explicit description and estimated dollar value of what SANDAG will receive in exchange for its commitment to the event (speakers, logistics, funding, indirect support) must be known and considered by the CEO or delegate. The value of any in-kind benefits to or from SANDAG shall be based on actual or market-based purchase data.
- 1.2.3 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 Board Policies.

## **Procedures for SANDAG to Solicit and Accept 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 offers 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**

- 2.1.2 Sponsorship items shall not be used in a manner that confers or may be perceived to confer a personal benefit to a SANDAG public official or designated filer, such as meals, transportation, or lodging for the public official.
- 2.1.3 For purposes of this policy, a public official includes any person who is required to file a Form 700, California Fair Political Practices (FPPC) Statement of Economic Interests, pursuant to the SANDAG Conflict of Interest Code based on their role for SANDAG.
- 2.1.4 SANDAG will accept in-kind benefits from sponsors in exchange for SANDAG providing benefits of equal value to the sponsor. The value of any in-kind benefits to or from SANDAG shall be based on actual or market-based purchase data.
- 2.1.5 There shall be no actual or perceived conflicts of interest between SANDAG and the sponsor in the opinion of the CEO or delegate thereof.

### **2.2 Procedure**

- 2.2.1 The opportunity to sponsor a SANDAG activity must be offered to all potential sponsors under the same terms regardless of whether the potential sponsors have ever contracted or will ever contract with SANDAG on other business matters.
- 2.2.2 Sponsors should be aligned with the following factors:
  - 2.2.2.1 Sponsor's business is related to regional planning, transportation, or another aspect of SANDAG responsibilities
3. SANDAG has a legitimate interest in setting boundaries for sponsoring SANDAG events and meeting the express public purposes set forth in this policy. SANDAG will evaluate all sponsorship proposals on a viewpoint-neutral basis. Certain types of content will not further SANDAG's mission and are therefore prohibited. Prohibitions on sponsorships shall be as follows:
  - 3.1 Sponsorship materials concerning alcohol, tobacco, religious, political, or firearm products/services.
  - 3.2 Sponsorship materials that promote or condone illegal activities or discrimination, or that may conflict with any applicable federal, state, or local law, statute, or ordinance.

- 3.3 Sponsorship materials that appear to make personal attacks on individuals or that support denigration, litigation, or claims against any company, product, public agency, or institution.
- 3.4 Sponsorship materials that involve disparagement of any service or product or are defamatory in any respect.
- 3.5 Sponsorship materials pertaining to controversial social issues including but not limited to religion, ethnicity, immigration, race, politics, or gender.
- 3.6 Sponsorship materials that portray acts of violence, murder, sedition, terror, vandalism, or other acts of violence against persons or institutions.
- 3.7 Sponsorship materials that will involve partial or full nudity or that would be considered offensive, distasteful, pornographic, erotic or obscene, or that involve adult entertainment.
- 3.8 Sponsorship materials that denigrate public transportation.
- 3.9 Sponsorship materials involving distribution of false or grossly misleading information.
  - 3.9.1 Information that describes the value ascribed to each item or service being exchanged by the parties and the SANDAG event agenda or program must be made available to all potential sponsors for their consideration.
  - 3.9.2 In the event more sponsors offer to sponsor an event at a particular level than there are sponsorship spots available, sponsorship offers shall be selected based on those sponsors whose interests are most closely aligned with SANDAG's projects and mission.
  - 3.9.3 Each sponsor's level of commitment (speakers, logistics, in-kind contributions, trade values, support, etc.) must be specifically acknowledged in a written sponsorship agreement that prohibits the sponsor from making statements that directly or indirectly indicate SANDAG endorses or warrants the product or service provided by the sponsor.
- 3.10 SANDAG reserves the right to refuse and approve sponsorships. All offers for SANDAG to accept sponsorships will be documented and will adhere to SANDAG Board Policies.

Adopted June 2003

Amended May 2024

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