

North Los Angeles County Regional Center  
**Board of Trustees**

**Sponsorship Policy**

**I. General**

The purpose of the Sponsorship Policy is to establish the guidelines and procedures for granting sponsorship requests received by the North Los Angeles County Regional Center (NLACRC or Center).

**II. Departments Affected**

This policy applies to all Board members and employees of NLACRC.

**III. Responsibility**

The Center's executive director and board president shall have the overall responsibility to monitor compliance of the Sponsorship Policy. All NLACRC board members and employees must ensure that they comply with the policy as outlined below.

**IV. Definition**

Sponsorship: A sponsorship is a request made to NLACRC to provide a financial contribution or donation to another entity or event.

**V. Policy Statement**

- A. All sponsorships shall be for the purpose of supporting service providers, organizations, or entities that serve or support consumers and their families. Such sponsorships shall further enhance, expand, or improve the services and supports provided to consumers and their families.
- B. Sponsorship is an important tool for raising awareness, supporting consumers and families, and engaging our community.
- C. The Sponsorship Policy intends to:
  - 1. Ensure that sponsorships granted are consistent with NLACRC's mission, values, and strategic direction.
  - 2. Define sponsorship limitations and criteria.
  - 3. Establish a process for the assessment and approval of sponsorship requests.

## **VI. Policy Rules**

- A. May be considered from July to November.
- B. Consistent with NLACRC's mission, values, and strategic direction.
- C. Contributes towards enhancing, improving, expanding services and supports to consumers and families.
- D. Creates opportunities for NLACRC to build relationships with community organizations and service providers.
- E. Enhances NLACRC's reputation.
- F. Provides mutually beneficial outcomes.
- G. Sponsorship amounts include \$250, \$500, and \$1000, as available within the designated budget established by the Board of Trustees.
- H. Sponsorship requests that will not be considered or approved are as follows:
  - 1. Sponsorships that do not reflect NLACRC's mission, values, and strategic direction.
  - 2. Sponsorships that may be construed as racially prejudiced or otherwise discriminatory.
  - 3. Sponsorships that are directed towards a person's race, religion, color, ethnic group identification, national origin, or sex.
  - 4. Sponsorships that may be considered a conflict of interest for NLACRC.
  - 5. Sponsorships that may damage NLACRC's reputation.
  - 6. Sponsorships that exceed the budget established by the Board of Trustees.
  - 7. Sponsorships that hold a religious connotation.

## **VII. Sponsorship Procedure**

- A. Annually, the Board of Trustees shall establish a maximum sponsorship contribution amount, as part of their overall fiscal year budget.
- B. The Board of Trustees will establish the amount provided to each approved sponsorship.
- C. Sponsorship policy, application, application requirements including provision of a W-9 form, NLACRC representation at the event, branding opportunities, and board/staff member participation. Procedure to be posted on NLACRC's website. Applications received to be reviewed by Executive Committee for recommendations to the board.

- D. The Board of Trustees shall assess each sponsorship request to verify the sponsorship guidelines are met. If the sponsorship guidelines are not met, the Board of Trustees shall deny the request
- E. The Board of Trustees shall review and authorize all sponsorship requests prior to such sponsorship being paid by NLACRC.
- F. All events sponsored by NLACRC shall be posted on NLACRC's Calendar of Events.

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