



## **Denali Commission Conference Sponsorship Policy and Procedures**

**Date Approved:** September 30, 2008

The Denali Commission is an innovative federal-state partnership designed to provide critical utilities, infrastructure and support for economic development in Alaska by delivering federal services in the most cost-effective manner possible. Collaborative arrangements between federal, state, tribal, and other stakeholders have become commonplace.

In an ongoing role of collaboration, the Commission receives requests for sponsorships that are aligned with the Commission's values and mission. The Denali Commission will strive to meet these requests when appropriate by using the following guiding principles.

For the purposes of this policy Denali Commission conference sponsorships will focus on events or activities that are in line with meeting the needs, goals and objectives of the Denali Commission's mission. Events must reach an audience that is connected with the Commission's mission and values. The Commission will not provide donations to any charitable organizations.

The purpose of this Conference Sponsorship Policy and Procedure is to make Denali Commission employees and potential sponsorship recipients aware of the ethical, financial, legal, and public affairs matters that must be considered before the Commission provides any sponsorship funding.

### **Operating Principles:**

All sponsorships must be:

- in both the public interest and the overall interest of the Commission;
- for purposes consistent with the Denali Commission's mission:

“The Commission will partner with tribal, federal, state, and local governments and collaborate with all Alaskans to improve the effectiveness and efficiency of government services, to develop a well-trained labor force employed in a diversified and sustainable economy, and to build and ensure the operation and maintenance of Alaska's basic infrastructure.”

- linked to a Commission program(s) or program partner(s);
- politically neutral;
- able to stand the test of public scrutiny;
- well documented to demonstrate transparency and honesty;
- free from any expectation or perception of preferential treatment from the Commission regarding the sponsorship involved, or in present or future dealings;
- visible to, and subject to review by higher authority to ensure objectivity and openness;
- used only for the purposes intended and in accordance with appropriate Federal laws, Circulars and regulations;

### **Accountability:**

Denali Commission employees managing sponsorships must be prepared to account, either internally or publicly, for all resources provided to an organization seeking sponsorships.

### **Record Keeping:**

The Public Information Officer must maintain complete records for each sponsorship request that detail:

- all requests must be in writing and must meet the following requirements:
  - a statement outlining how the sponsorship meets or enhances the Denali Commission's mission.
  - a statement outlining the benefits or advantages provided to the Commission through the sponsorship;
  - a statement outlining how the funding will be used by the organization;
  - a summary of other sponsorships provided or requested for the event;
  - the amount of the request and expected total event budget;
  - the organization's target audience and number of attendees;
  - additionally, on a separate page request must have 1) the name and title of the individual in charge of this sponsorship who can sign a contract for this funding at the recipient organization and 2) the name and title of the individual in the finance department at the recipient organization;
  - request must also include the name of the organization receiving the actual funds, their complete address, DUNS number and tax ID number.
- any written or verbal agreements made by all parties;
- specific direction from the Commission to the organizations sponsored on how the resources are to be used;

Any funds not expended or utilized for the express purpose detailed by the Commission must be returned to the Denali Commission.

All sponsorship requests must be received by the Denali Commission in writing; verbal requests will not be considered.

The Public Information Officer must provide quarterly reports to the Commissioners re: the sponsorship program. Reports must include information on the events and organizations requesting sponsorships and the reasons the sponsorships were approved and a summary of the events denied sponsorship and the reasons for the denials.

### **Approval:**

Sponsorship funding will require the approval of the Federal Co-Chair, Chief Operating Officer and Director of Programs.

Annual expenditures for sponsorships will not exceed \$300,000.

Priority will be given to events that meet funding requirements and have a funding base of more than three sponsors.

The Denali Commission will limit the number of sponsorships to entities to no more than two events per year based on the Commission's fiscal year calendar.

### **General Policies:**

- The Denali Commission provides sponsorships to public events.
- Sponsorships must only be used for the purposes for which they were provided. If it is not possible to use the sponsorship for its intended use, the support provided, whatever its form, must be returned to the Denali Commission. Similarly, any unused funds or material must be either returned or a disposition must be negotiated that is consistent with the Commission's sponsorship policies.
- Sponsorships must not be used toward the cost of ongoing operations such as salaries, wages and benefits.
- Sponsorships must not be used for per diem, food, lodging, or conference entertainment activities.
- Sponsorships cannot imply an endorsement of any products or services.
- The Denali Commission will fund organizations for events that have been in existence for at least one year.
- Sponsorships should be publicly acknowledged at the sponsored event by the recipient in a manner consistent with the recipient's policies (e.g., mentioned in the program, banner on the wall, etc.)
- Sponsorships must be used for costs deemed allowable under federal law.