

Monterey Bay Community Power Sponsorship Policy (CEA -1)

April 8, 2020 (rv)

I. OVERVIEW

Monterey Bay Community Power Authority (MBCP) recognizes the importance of providing support for the general economic and environmental benefit of the business and agricultural community; support of nonprofit organizations and public agencies serving MBCP's customers and promotion of the MBCP service territory along the five county Central Coast.

To expand access to a wide range of community connections for all its customers, MBCP may provide assistance through in-kind and cash sponsorships to Eligible Organizations pursuant to this Policy.

II. PURPOSE

The purpose of this policy is to set forth the conditions under which MBCP may obtain Memberships, make Donations or Sponsorships to support community services conducted by local organizations.

III. DEFINITIONS

Donation – means a transfer of MBCP Assets to a non-MBCP entity or person in any manner other than explicitly pursuant to a Board authorized contract, purchase requisition, authorized invoice, or expense reimbursement.

Eligible Organization – means for-profit and not-for-profit agencies and corporations registered to do business in the State of California; educational institutions; government and public agencies.

MBCP Assets – means (a) any funds available for use by MBCP, excepting those funds which may be subject to certain restrictions; (b) the efforts or work of any MBCP employee or contractor while being compensated by MBCP; and (c) the use of MBCP property. For the purpose of this Policy, MBCP Assets do not include funds earmarked for non-sponsorship purposes, restricted funding such as grant funds.

Membership – is a type of Donation by MBCP through which MBCP joins a local business, economic or regional group to support MBCP's continued engagement in the Central Coast.

Sponsorship – is a type of Donation by MBCP to support an event including but not limited to, a conference, meeting, awareness campaign, educational seminar, social or cultural gathering, performance, or concert that is not organized and controlled by MBCP.

IV. POLICY/PROCESS

The total budget available for Membership, Donations and Sponsorships provided each fiscal year shall be approved by the Board as part of the budget approval.

Memberships, Donations and Sponsorships must support an Eligible Organization that promotes or supports MBCP's goals of reducing greenhouse gas emissions, catalyzing economic

vitality and supporting local choice.

The Communications & External Affairs Department shall be responsible to:

1. Identify and coordinate with Eligible Organizations to identify opportunities for Memberships, Donations or Sponsorship considering available approved budget and the equitable distribution of sponsorship dollars across MBCP's service area.
2. Determine the value of any Membership, Donation or Sponsorship opportunity based on the number of attendees, costs, location, reach throughout the Central Coast region, as well as opportunities for branding via logo placement.
3. Whether MBCP can provide staff to maximize the Membership, Donation or Sponsorship opportunity.
4. Manage and account for all Memberships, Donations and Sponsorships, including maintaining: (a) a roster of all Eligible Organizations receiving Donations or Sponsorships under this Policy or other Board approved action; (b) a balance of remaining approved budget for Memberships, Donations and Sponsorships; (c) report all Memberships, Donations and Sponsorships at the next scheduled Operations Board or Policy Board meeting..

All Memberships, Donations and/or Sponsorships authorized under this Policy are to be submitted for approval through the purchase requisition process with sufficient back up to demonstrate the cost of the Membership, Donation or Sponsorship. Memberships, Donations or Sponsorships in the form of MBCP provided goods or services through a MBCP contracted vendor, contractor, or supplier shall be subject to MBCP's purchasing policies, including FP 8.

Any Membership, Donation or Sponsorship may be subject to an agreement between MBCP and the Eligible Organization. The CEO or designee is authorized to enter into such agreements, subject to review and approval by General Counsel as to form and legality. Such agreements shall require, where applicable, as a condition of the Membership, Donation or Sponsorship, that an Eligible Organization acknowledge the contribution of MBCP in its annual reports and all publications related to the MBCP-sponsored event or activity, and that MBCP shall retain all rights, title, and interest in and to its name, seal, and logos.

V. FUNDING LIMITS

Memberships, Donations and/or Sponsorships shall not exceed \$5,000 per Eligible Organization per fiscal year unless otherwise approved by the CEO.

VI. ELIGIBILITY CRITERIA

1. MBCP will not award Memberships, Donations and/or Sponsorships to any religion, church, creed or sectarian organization to promote endorse or disapprove any religion or religious purposes.
2. Political organizations and/or individual campaigns are not eligible for Memberships, Donations and/or Sponsorships.

3. Organizations that discriminate on the basis of age, race, sex, sexual orientation, marital status, disability or national origin are not eligible for Memberships, Donations and/or Sponsorships.
4. Individuals are not eligible for Memberships, Donations and/or Sponsorships.
5. Organizations holding fundraiser programs must identify as a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization with the post-program financial affidavit.
6. For-profit organizations are not eligible for Memberships, Donations and/or Sponsorships for promotional programs for which the organization/corporation or its employees or officers will gain personal benefit (i.e. a sales promotion).
7. All programs must benefit MBCP's service territory in the five-county Central Coast region.