

COLORADO PARKS AND WILDLIFE COMMISSION POLICY

TITLE: SPONSORSHIP

Effective Date: January 10, 2019

I. PURPOSE

Sponsorships can play a key role in supporting CPW programs and services. Involving public and private partners not only provides financial resources but also fosters strengthened relationships, promotes collaborative stewardship and increases public awareness.

This policy delegates to the Director of Colorado Parks and Wildlife (CPW), pursuant to applicable law, fiscal rules, or regulation, the authority to enter into sponsorship agreements in amounts valued up to and including \$25,000 and provides guidance for Commission approval of agreements of larger amounts.

II. AUTHORITY

- A. C.R.S. § 33-1-105 (1)(e) and (f) outline the Commission's ability to enter into cooperative agreements for the development and promotion of wildlife programs and receive and expend grants, gifts, sponsorships, contributions, donations and bequests.
- B. C.R.S. § 33-10-107 (1)(d) and (e) outline the Commission's ability to enter into cooperative agreements for the development and promotion of park and outdoor recreation programs and receive and expend grants, gifts, sponsorships, contributions, donations and bequests.
- C. C.R.S. § 33-9-103(3) outlines the Director's authority to exercise the powers and perform the functions of the Commission, subject to its later ratification, and obligation to otherwise perform such duties as prescribed by the Commission.

III. DEFINITIONS

- A. Donations - a freely given, informal financial, property, services or in-kind gift that may or may not have a defined purpose and location for use of the funds. The resulting legal donation document may be a donation letter if deemed necessary.

- B. Sponsorship - funds, property, services or in-kind contributions provided to CPW with expected benefits to the sponsor and/or third party(s). The resulting legal document may be a sponsorship agreement.
- C. Sponsorship Agreement - a written document outlining the relationship between a sponsor and CPW, executed by the sponsor and the CPW employee authorized to approve the sponsorship obligation.
- D. Grant - a publicized, formal financial award to CPW with defined criteria. The criteria often require an application (or proposal) with a scope of work, defined project period, and estimated budget, as well as deliverables. May be competitive or non-competitive and often requires a match (cost share). The resulting legal grant document is typically an award letter, approved grant, cooperative or assistance agreement, etc.

IV. POLICY STATEMENT

Given that demand for CPW parks, wildlife and outdoor recreation programs often exceeds availability of funding, CPW and the Commission may consider and implement sponsorships with state and other governmental agencies, educational institutions, municipalities, political subdivisions, corporations, clubs, landowners, associations, or individuals when these arrangements provide CPW with the ability to help fulfill its mission. Sponsorships are one type of partnership and one avenue of procurement for alternative funding resources.

The Commission delegates authority to enter sponsorship agreements valued up to and including \$25,000 to the Director of CPW. Sponsorships may be self-initiated by the potential sponsor or initiated by CPW. Where limited opportunities are available, criteria should be outlined and made available to interested sponsors about how they will be evaluated and any associated deadlines. All policies in relationship to donations and grants are outlined in other documents and are not addressed by this policy.

Sponsorships that exceed \$25,000 shall require the formal approval of the Commission. All sponsorships shall require the execution of a sponsorship agreement.

At a minimum, CPW and the Commission will consider these Guiding Principles

before entering into any sponsorship agreement. The Guiding Principles are to serve as the foundation of interpretation and application of this Sponsorships policy.

Guiding Principles

1. The proposed activity/relationship should promote the mission and values of CPW in relation to the project(s)/programs that the funding supports.
2. Acceptance of sponsorships must enhance, and shall not substantively impede, CPW's ability to act in the public interest.
3. Sponsor mission and values should be consistent with the mission and values of CPW.
4. The proposed relationship should maintain CPW's reputation for objectivity, independence, integrity, credibility, social responsibility and accountability.
5. Sponsor recognition should not permanently impair the special characteristics of an area.
6. Sponsor recognition does not imply CPW's endorsement of sponsor products or services.
7. Sponsor recognition shall not substantively interfere with CPW operations or visitor use/experience.
8. Operating and maintenance costs associated with a proposal must be considered.
9. Sponsorship should meet an actual need of CPW and not require CPW to assume funding commitments it is unprepared or unable to accept.
10. Real costs, including staff time, for procuring sponsorship should be taken into account.
11. The duration of sponsor recognition is determined on a case-by-case basis.
12. Naming rights is an option for facilities and trails, but not for entire properties.

As part of all sponsorship agreements, the Director and the Commission shall retain the right to terminate any agreement where the sponsor is no longer meeting one or more of the above factors, or where the agreement is no longer in the public interest or the interest of CPW.

V. **MANAGEMENT DIRECTIVE**

The Commission directs CPW staff to work to achieve the objectives of this policy and to keep the Commission apprised of its progress in this regard.