

DRAFT: CWC Sponsorship Guidelines

Purpose: To ensure that Colorado Wildlife Council Sponsorships achieve program objectives and produce tangible benefits.

Definition: Sponsorship- funds, property, services or in-kind contributions provided by CWC with expected benefits to CWC and outside organization

Sponsorships are arranged primarily through two processes:

- a) Self-initiated by an outside organization or event organizer
- b) Initiated by CWC.

Guiding Principles:

- The proposed activity/relationship should promote the mission and values of CWC with the project(s)/programs that the funding supports.
- Acceptance of sponsorships must enhance CWC's mission/campaign and provide a tangible benefit to the CWC. Tangible benefits include but are not limited to: publications, advocacy, research, cooperating projects, promotional or marketing activities.
- The mission and values of the organization/event are consistent with the mission and values of CWC.
- The proposed relationship should maintain CWC's reputation for objectivity, independence, integrity, credibility, social responsibility and accountability.
- Consideration should be made to whether a sponsorship exposes CWC to liability or undue risk.
- Follow CWC's Policy: Identifying and Managing Conflicts of Interest.
- Sponsorship does not imply CWC's endorsement of products or services.
- Sponsorship should meet an actual need of CWC mission and campaign.
- Sponsorship benefits do not create additional work for CPW staff outside of regular CWC duties.
 - Council members are responsible for filling out the [Sponsorship Request form](#) at least 2 months in advance of the sponsorship opportunity
 - Council members are responsible for filling out the [Sponsorship Wrap Report](#) after the event

Tier 1: Sponsorship request for \$1,000-\$9,999

- Managed by CPW staff (liaison, secretary) in concert with R&R Partners
- State Purchasing requirements:
 - No purchase order needed
 - W9 (for CORE), Invoice detailing what CPW receives,
 - Sponsorship approval in ARAS

Tier 2: Sponsorship request over \$10,000

- Managed by R&R Partners in concert with CPW staff liaison

- A sponsorship agreement may need to be executed