

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 in relation to 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.
- Mission and values of 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 Conflict of Interest guidelines
Per the CWC By-laws, Conflict of interest guidelines are as follows:
 1. A conflict of interest is defined as a direct economic benefit on a business or other undertaking in which a Council member has a direct or substantial financial interest. Additionally, a conflict of interest is any interest in a transaction or decision where a Council member, their business or nonprofit affiliations, their family, employer or close associations will receive a benefit or gain, or any other situation where a Council member's duty of loyalty to the Council would be impaired.
 2. Council members, in the course of meetings or activities, shall provide disclosure of any such interests to the Chairperson.
 3. Council members should recuse themselves and shall not otherwise be permitted to vote on a question when a conflict of interest exists.
- 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