

Illinois Association for Floodplain and Stormwater Management

Event Sponsors Policy

Adopted

November 12, 2008

Purpose:

One of IAFSM's goals is to provide opportunities for training for floodplain managers, engineers, and local officials. In order to offer the greatest number and diversity of training events, with appropriate venues and amenities, IAFSM may solicit sponsors to help defer the cost to attendees. The purpose of this policy is to establish guidelines for when such solicitations will occur and how such solicitations are to be conducted and evaluated. It is the intent to provide an equal opportunity for IAFSM's corporate sponsors to have an opportunity to sponsor such events.

Guidelines:

Under this policy, the Association will allow the use of sponsors when:

1. the cost of the proposed event will exceed the amount approved in the committee's budget; and/or
2. the cost of the event will exceed a nominal cost for each participant. The nominal cost will vary with location and type of training and will be determined on a case by case basis by the event coordinator and approved by the IAFSM board.

When sponsors are solicited, the following protocol shall be followed:

1. The event organizers shall provide an estimate of the costs, estimated number of participants, and the sponsorship level needed to offer the nominal registration fee without exceeding the IAFSM budget for the event. The event organizers shall estimate the number of sponsors expected and set sponsorship levels.

For training events it is suggested a single sponsorship level be set.

Sponsorships for the annual conference will be available through three tiers (Gold, silver, bronze). Tier levels will be proposed by the conference chair and approved by the board on an annual basis. There is no limit to the number of sponsors that can participate in any tier. In some cases, as approved by the conference chair, sponsorship may be achieved through provision of services which would otherwise require purchase by IAFSM (i.e. - printing, sign production, equipment rental, etc.).

2. The IAFSM Executive Secretary will send a general email to the membership announcing the annual conference or proposed event and asking for sponsors. The email will have attached a sponsorship form, customized for each event, which will outline the opportunities for sponsorship.
3. Based on the number of sponsors responding, the event coordinator will report to the board if the sponsorship level is sufficient to support the event within the specified cost parameters.

Should the sponsorship level not be sufficient to meet the cost parameters, the Board shall determine the

appropriate action.

When using sponsors for an IAFSM event, the names of the sponsors may be listed in any promotional materials but logos will be left out. A description of any sponsorship benefits should be included with the sponsorship form.

As long as the guidelines of this policy are followed, formal Board approval will not be needed. If the guidelines are to be deviated from, Board approval will be necessary.