



Live Well. Health Matters.

POLICY TITLE: SPONSORSHIPS
POLICY NUMBER: 4110

COMMITTEE APPROVAL DATE: 11/13/2019 **WRITTEN/REVISED BY:** C. HIGA
BOARD APPROVAL DATE: 11/20/2019 **SUPERSEDES:** N/A

POLICY:

4110. It is the policy of the Beach Cities Health District (“District”) to promote the District’s programs, services and facilities to the community, as well as increase the financial resources of the District through sound business ventures and responsible investments to fund community health programs, services and facilities. With that purpose in mind, the Board of Directors sets forth this policy for the District to solicit, enter into and accept sponsorships for events, programs and facilities.

GUIDELINES:

4110.1 Sponsorship is defined as a mutually beneficial arrangement wherein an external party, whether for profit or otherwise, provides or receives cash and/or in-kind services to the District. This payback may take the form of promotion, community relations and promotional consideration opportunities.

4110.2 Sponsorships Purchased by the District. The District recognizes the opportunities to sponsor community events, organizations or other community opportunities. The Health Promotions & Communications Department can enter into sponsorship agreements that are health-related and/or gives the District the opportunity to enhance and promote the District’s programs, services or facilities and help further the District’s standing as a trusted and valued community health resource.

4110.3 Sponsorships Solicited by the District. To maximize the community’s resources, the Health Promotions & Communications Department can create and enhance relationship-based sponsorships by providing organizations a method for becoming involved with the District’s range of health and wellness programs, services, events and facilities. Advertisements can be sold in the District publications, including the LiveWell, e-Newsletters, social media and other communication mediums. Sponsorship packages can include advertisements in the District’s communication mediums, naming rights, editorial content, signage, event support, in-kind goods or services logo recognition on the District’s websites and other special promotion.

Sponsors will be referred to as a “partner in health”, unless otherwise outlined in the sponsorship agreement.

4110.4 The policy points listed below may not fully address every sponsorship situation. Using these guidelines, each sponsorship will be judged on a case-by-case basis, on its own merits by the Chief Executive Officer.

4110.4.1 Agreements. The Health Promotions & Communications Department is free to enter into a sponsorship agreement, solicit, accept and negotiate sponsorships, subject to this policy. Sponsorship agreements more than \$2,500 must be approved by the Chief Financial Officer and Chief Executive Officer.

4110.4.2 Resources. Sponsorships do require the provision of additional resources to the District and will be evaluated on a case-by-case basis to determine if the financial resource and organizational relationship is beneficial for the District.

4110.4.3 Conformity of Government Laws and Regulations. It is the responsibility of the sponsor to comply with all applicable advertising domestic and foreign laws, including applicable laws and regulations of regulatory bodies.

4110.4.4 District Purposes. Sponsorship activities shall never detract from the District's mission or purposes, nor interfere with any existing obligation of the District.

4110.4.5 Substantiation of Claims. The District will not accept sponsorship that, in its opinion, is not accurate and in good taste. The District will not permit at any time the placement of any sponsorship or promotion for illegal or objectionable products. Promotion must not contain fraudulent, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, perceived gender, or persons with disabilities.

4110.4.6 The BCHD Logo and Use of its Name. General sponsors may not use the District logo. The use of the BCHD name, its initials or the name of its publications may not be used in any advertisement, promotional material, social media or follow-up mailing without the express written permission of BCHD or what is outlined in the agreement.

4110.4.7 BCHD Reserves the Right to Reject Any Sponsorship. The District reserves the right to decline or reject any sponsorship, for any reason, at any time, without liability, even through previously acknowledged or accepted. The District will provide notice to the advertiser or sponsor upon rejection, cancellation, or removal of any promotion. BCHD also reserves the right to determine the appropriate placement of the advertising in BCHD communications mediums.

4110.4.8 Services/products must be readily available for purchase at the advertised price. The sponsorship must also clearly identify the sponsor.

4110.4.9 No Public Obligation. Participation in any District program or receipt of any District service shall never be conditioned upon participation in a sponsored activity nor receipt or purchase of any sponsored product or service.

4110.4.10 Endorsement. Sponsorships do not imply any exclusive arrangement or endorsement of the organization, products or services by the District.



4110.4.11 Conflicts of Interest. The District shall not enter into any Sponsorship in violation of the District's Policy 1020 concerning conflicts of interest, including Sponsorships that may create the appearance of impropriety or suggest a preference toward or bias against any private interest.

4110.5 Unacceptable Sponsorship. The District deems some industry sectors as unacceptable for its publications or sponsorships. These include:

- 4110.5.1** Guns, firearms, weapons
- 4110.5.2** Personal ads
- 4110.5.3** Political messages
- 4110.5.4** Alcohol, tobacco, marijuana and related products
- 4110.5.5** Sexually explicit advertising.

4110.6 Special Requirements. The District may request additional information for sponsorship categories that may present a conflict of interest or, in its opinion, be reasonably considered unsuitable for sponsorship.

- 4110.6.1** Business opportunity or franchise sales
- 4110.6.2** Credit cards
- 4110.6.3** Financial or investment information or offers
- 4110.6.4** Home equity loans and reverse mortgages
- 4110.6.5** Mail order offers
- 4110.6.6** Prescription drugs
- 4110.6.7** Vanity publishing

4110.6 The Chief Executive Officer is the only person authorized to make exceptions to this policy.