

American Planning Association, California Chapter, Northern Section Policy and Criteria for Sponsorship and Calendar Listings

Sponsorship Policy

The Board of Directors of the American Planning Association, California Chapter, Northern Section, finds that sponsoring an activity or event of another organization¹ can be beneficial for achieving the following objectives:

- To further one or more of the Northern Section's purposes identified in the Bylaws;
- To further one or more specific programs, projects, initiatives, and/or annual goals of the Northern Section;
- To facilitate collaboration and networking opportunities with other professionals and organizations that share common objectives and interests with the planning profession and the Northern Section; and
- To increase recognition and visibility and to promote a positive image of the planning profession and Northern Section among related professionals and organizations.

The organization can be a nonprofit, professional or advocacy organization that addresses issues or conducts activities that are directly relevant to the planning profession. Northern Section sponsorship shall not necessarily constitute endorsement of the policies, positions, and actions of an organization.

Because Sponsorship can entail fiscal support, as part of the annual budgeting process, the Board shall consider how much money it is willing to set aside in the upcoming fiscal year for sponsorships and related financial support. This policy should not be construed, however, as requiring Northern Section to expend annual funds for these purposes.

A. Sponsorship Criteria

A request to sponsor an activity or event, including for AICP Certification Maintenance (CM) credit, shall be submitted in writing to the Board from the organization. Approval by a majority of the Board shall be required for sponsorship, except where an organization has been previously approved for general sponsorship, as described below under *General Sponsorships*. Sponsorship signifies that the Northern Section endorses and supports the event or activity and may include financial or other assistance. Further, the Northern Section may choose to actively participate in organizing an activity/event and become a **Primary Sponsor**, as defined below. Other organizations may also become **Co-sponsors** of Board events, as described below.

Sponsorship Request: For the Board to make a determination regarding sponsorship, the following types of information should be submitted:

- Event Name, Date, Location;
- Event Goals/Purpose;
- Type of sponsorship requested (e.g. advertising, volunteers/organizational support, financial assistance, etc.);
- CM credits and application status; and

¹ For purposes of this policy, "other organizations" refer to those unaffiliated with APA. National APA, California and other state chapters, Divisions, and other California Sections cannot be co-sponsors. Rather, Northern Section may promote their events if and when requested without a board vote.

- How the Northern Section will be acknowledged and how distribution of APA membership information can occur.

In addition, when requesting financial assistance, the following types of information should be provided to the Board, when applicable:

- Cost of event for attendees;
- Other sponsors and their contributions/roles;
- Amount of funding requested, total amount needed for event, and amount committed by other organizations;
- What the funding will be used for; and
- Additional benefits offered for the Northern Section membership.

Criteria: The Board shall consider the following criteria in determining whether to sponsor an activity/event:

Purpose of Event

- The activity/event will further the exposure, advocacy, or discussion of one or more topical planning issues of relevance and importance to Northern Section members and the planning profession.
- Sponsorship will further the understanding of the planning profession and the visibility of the Northern Section among other professionals, related organizations, elected and appointed officials, and/or the general public.
- The event will provide networking opportunities for Northern Section members and planning students.

CM Credits

- The activity/event will offer professional development and training (particularly CM credit). However, the Section also welcomes the opportunity to sponsor non-CM events that would be of interest to its members, as well as to facilitate the CM credit application process.

Location/Geographic Distribution

- The activity/event will be publicized to the entire Northern Section membership. However, the Board may sponsor a sub-regional activity/event of special interest or benefit to members within one or more Regional Advisory Committee (RAC) areas.
- The activity/event shall be reasonably accessible to Northern Section members. Cumulatively, sponsored events should be equitably distributed and balanced throughout the Northern Section region.

Benefits to the Northern Section

- The organization must agree to acknowledge the Northern Section as a sponsor of the activity/event in its literature and announcements and allow the distribution of membership information about APA and the Northern Section.
- Additional benefits may be provided to the Northern Section's membership including:
 - Discounted/free registration or other financial incentives;
 - An article and photographs about the event for *Northern News*; and
 - Other items as suggested by the board.

General Sponsorships

- The Board may elect to have a blanket sponsorship for the activities and events of an allied organization in general and may delegate to the Director the authority to review each activity/event for sponsorship without requiring Board approval on a case-by-case basis.

Quality Events and Organizations

- The sponsored organization should have a demonstrated record of producing successful and well-received activities, events, and programs. Exceptions may be considered for new or start-up organizations or planning student organizations.

Privacy Agreement

- Under no circumstances will the Section share its member mailing list with other organizations regardless of the event or sponsorship arrangement.

B. Financial Assistance

Requests for financial assistance will be evaluated based on the benefits that will be realized by the Northern Section and its members, as well as available budgeted funds and competing priorities.

- The Northern Section will assume the cost of obtaining CM credit for a qualifying activity/event, when applicable.
- To receive additional financial assistance beyond CM sponsorship, the Board may require the organizer to offer additional benefits for Northern Section members, as described in *Benefits to the Northern Section*, above.
- The Northern Section may establish funding priorities for sponsored events such as food and beverages, materials, and facility rentals.
- Further financial and other assistance may be offered if the Northern Section elects to be a **Primary Sponsor** of an activity/event as defined below.

C. Primary Sponsorship

The Northern Section can be a Primary Sponsor and therefore registrant of an activity/event if all of the following conditions are met (per APA guidelines, April 2007):

- It has contributed at least one third of the total direct costs of the program (not including consumables such as food and beverages) or the activity is principally marketed under the APA brand;
- It has contributed significantly to the development of the program (for example, topic and speaker identification, assistance with conference logistics);
- It has participated in the marketing of the program; and
- The Northern Section will receive economic benefit commensurate with their financial and in kind contributions.

D. Sponsorship of Northern Section Events by Other Organizations

Organizations supporting a Northern Section activity/event will be recognized as co-sponsors based on the criteria for Northern Section sponsorship of other organization's activities/events (same criteria as above). In addition, the board shall recognize co-sponsorship if an organization contributes at least 25 percent for the overall cost of an event, which may include use of

their facility, in-kind assistance, or other non-monetary benefit. Co-sponsors shall be acknowledged in all event publicity and during the event.

Calendar Listing Policy (already adopted)

Policy for accepting calendar items, APA California Northern.

As a valuable service to members of APA California Northern Section, *Northern News* and the eNews publicize professional and social events of relevance or interest to the planning profession. The following criteria apply when listing events in the Northern News and eNews calendars (at no cost to the listing entity), whether the events are sponsored or cosponsored by APA or by allied or compatible organizations.

Events other than those offering CM credits must be:

1. Directly relevant to the practice of city or regional planning and/or related professions in Northern California; and
2. Local (i.e., must occur in the counties served by Northern Section) or reasonably accessible to Northern Section members; and
3. Affordable (free or low in cost) to Northern Section members. In general, "low cost" means less than \$120 for a single day event (proportionately less for shorter events).

Events offering CM credits:

The calendars will list events which have been submitted or approved for AICP Certification Maintenance (CM) credits provided they charge no more than \$20 per CM credit.

All calendar listings must be submitted in writing to the Administrative Director no later than the Monday prior to the deadlines established for the respective newsletters (see schedule) and will be subject to editing for brevity and format. Persons or organization seeking to place a calendar item in the APA California Northern News or eNews will be responsible for verifying the deadlines and providing a timely proposed calendar listing.

This policy does not preclude organizations from placing paid advertisements for events in the Northern News or eNews. Providers of higher-priced courses and workshops are encouraged to purchase an ad offering incentives such as lower registration rates for Section members and opportunities for Northern Section to promote APA membership. Contact APA California Northern's Advertising Director for information and rates.

Revised version adopted by APA Northern Section Board: November 28, 2009.