



Policy Type: Board

Category: Administrative Practices

Policy Name: Board Policy 3.68 - Donations and Sponsorships Using County Assets

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3.68 Donations and Sponsorships Using County Assets (Adopted 8-27-19; Amended 4-20-21)

3.68.1 Purpose

The purpose of this County Donation and Sponsorship Policy ("Policy") is to set forth the conditions under which donations and sponsorships may occur by County Agencies/Departments and Board of Supervisors offices.

3.68.2 Definitions

For purposes of this Policy:

"County Assets" means (a) any funds available for use by the County, including but not limited to the General Fund, enterprise funds, and any special funds; (b) the efforts or work of any County employee or contractor while being compensated by the County; and (c) the use of County property. For the purpose of this Policy, County Assets do not include private funding sources designated for donations or grant funds.

"Donation" means a transfer of County Assets to a non-County entity or person in any manner other than explicitly pursuant to a County contract,



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purchase order, or authorized invoice for goods and/or services received by the County.

“Eligible Organization” means either a nonprofit organization defined by section 501(c)(3) of the Internal Revenue Code or a government entity.

“Sponsorship” is a type of Donation by the County to support an event, including but not limited to, a conference, meeting, awareness campaign, educational seminar, social or cultural gathering, performance, or concert that is not organized and controlled by a County Agency/Department, Board office, and/or County Board or Commission.

3.68.3 Restrictions on County Donations and Sponsorships

Donations and Sponsorships may only be made with express authorization of the Board of Supervisors or an agent of the County authorized by the Board to make a specific donation for a specified purpose.

Donations and Sponsorships must support an activity, event, or program that serves a County purpose.

Transfers of County Assets are not permitted for (a) religious purposes or for the endorsement or disapproval of any religion; (b) campaign purposes or events that influence or attempt to influence the action of the voters for or against the nomination or election of a candidate or candidates, or the qualification or passage of any ballot measure; or (c) any activity prohibited by law. Only an Eligible Organization, as defined above, may receive a Donation or Sponsorship.

All Donations and/or Sponsorships authorized under this Policy are subject to an agreement between the County and the Eligible Organization. The County Executive or designee is authorized to enter into such agreements,



subject to review and approval by County Counsel as to form and legality. Such agreements shall require, where applicable, as a condition of the Donation or Sponsorship, that an Eligible Organization acknowledge the contribution of the County in its annual reports and all publications related to the County-sponsored event or activity, and that the County shall retain all rights, title, and interest in and to its name, seal, and logos.

The County Executive shall develop procedures that are necessary for the implementation of this Policy.

3.68.4 Additional Criteria When Initiated by a Board Member

In addition to complying with the foregoing provisions of this Policy, the following additional criteria apply to Donations and Sponsorships initiated by a Board Member:

1. No Donation or Sponsorship shall exceed \$5,000.
2. Board approval of a Sponsorship must occur at least 30 days before the event/activity, in part to ensure that the County is appropriately acknowledged as sponsor for the event/activity.
3. Any Donation or Sponsorship of an event or organization focused on one Supervisorial District shall involve that Board Member as one of the Board Members initiating the request. This provision does not apply to events or organizations of a countywide nature.
4. Total Donations and Sponsorships per fiscal year per Supervisorial District shall not exceed \$20,000. Where two Board Members jointly initiate the request, the amount shall be divided equally between the two districts.



3.68.5 Exclusions to Policy

This Policy shall not apply to:

- County sponsorship, promotional, donation, or fundraising activities that have been separately authorized by action of the Board of Supervisors.
- The use of County facilities by non-County organizations as set forth under Board Policy 3.44.
- Private commercial uses of County property, consistent with a Board of Supervisors-approved County marketing plan under Division A36 of the Ordinance Code.

Related Policies

None.

Related Forms and Information

None.

History

Date	Changes Made
4/20/2021	Policy Amended. View legislative file.
8/27/2019	Policy Adopted. View legislative file.