



Kenneth Li *Board Chairman*

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Event Sponsorship and Community Development Funding Support Policy & Procedures

Funding support by the Southwest Management District (“District”), whether in the form of money or donations in-kind (such as time and in-kind resources) are an important part of the Board of Directors’ commitment to promoting business, economic, and community development within the District’s boundaries as well as marketing the District itself to its constituents and stakeholders.

This Event Sponsorship and Community Development Funding Support Sponsorship Policy sets out rules to ensure that the District supports reputable charities, organizations, and institutions whose special events, programs, and projects are compatible with the District’s legislative mandates and its *Service and Improvement Plan* as it may be revised from time to time.

1. Policy objectives

The District’s chief objective is to contribute towards the promotion of economic and community development in partnership with business organizations, nonprofit organizations, and local institutions it serves through the provision of time, in-kind resources, money, program support and event sponsorships. The District also generally seeks to obtain a public relations/marketing benefit through the provision of funding support.

2. Funding support policy

- 2.1 Beneficiaries of sponsorship contributions may include nonprofit organizations, business and professional affinity groups, public and private schools, institutions of higher education, and similar community interest organizations.
- 2.2 The District may only provide funding support where:
 - the contribution complies with the principles and requirements of this Policy, all applicable laws, statutes, and ordinances, and the District’s anti-bribery and corruption guidelines as specified in the District’s Code of Ethics;
 - the contribution is not meant to secure an improper business advantage;
 - there is a valid economic/community development purpose for the funding support; and
 - the funding supports an organization whose image, product, or services do not conflict with the District’s mission and values.

3. Limitations

- 3.1 The District will not provide funding support if the recipients of such contributions, including ultimate beneficiaries, are any of the following:
 - Individuals or individual for-profit businesses
 - public officials – either elected or appointed
 - government authorities
 - political parties, movements, and political players or their representatives
 - military organizations and projects
 - organizations that discriminate by race, gender, ethnicity, sexual orientation, disability, marital status, age, or any other basis prohibited by law
 - organizations whose policies or activities are not in line with the District’s mission or *Service*



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and Improvement Plan goals.

- 3.2 District funds or resources must not be used, either directly or indirectly, to fund any political party, political campaign, political candidate, or anyone associated with them. District funds also must not be used to make political payments under the guise of charitable donations or to pay for lobbying.

4. Conflicts of Interest

4.1 A conflict of Interest is a personal connection that interferes with a District director's ability to perform their duties in a fair and impartial manner. It occurs when a director's private interests interfere with the interests of the District, or where the family members or friends of a director receive improper benefits because of that relationship. These conflicts typically arise through the director's or their family member's ownership of or employment by the organization requesting support. In compliance with state law (Chapter 171 of the Texas Local Government Code) such a conflict must be disclosed by recording it on the Conflicts of Interest affidavit and submitting it to the District staff for the official records. Irrespective of whether that conflict of interest is actual, potential, or perceived, the director must not take part in any discussion or decision-making that could be understood to be affected by that conflict.

4.2 It is the policy of the Southwest Management District that If any member of the District's Board of Directors serves as an officer or member of the board of directors of an organization applying for a sponsorship contribution, that director must declare the relationship as a potential conflict before the application for support is considered in committee or by the Board. This may be done by declaring the conflict verbally or in writing prior to or at the meeting at which the sponsorship request is considered. Irrespective of whether that relationship presents an actual, potential, or perceived conflict of interest, the director should not take part in any discussion or decision-making that could be understood to be affected by that relationship. However, a director's membership in an organization requesting support does not require disclosure or abstention from discussion and decision-making.

5. Planning of funding support activities and requests for contributions

5.1 The District sets an annual budget for event sponsorships and community development funding support each fiscal year. The District's fiscal year coincides with the calendar year.

5.2 Prospective applicants should be aware that a determination regarding a funding opportunity requires review and recommendation by a committee of the Board, followed by a final determination from the Board. To accommodate the District's procedures, prospective applicants should submit their requests well in advance of need, but no less than 60 days prior to the event or activity for which support is requested. Because the Board typically does not meet in December, any applicant wishing to receive funding support for January or February should apply no later than late September or very early October.

Procedures for Requesting Funding Support

1. Read the District's *Event Sponsorship and Community Development Funding Support Policies and Procedures*. Applicants may consult with District staff if they have questions or require assistance.
2. Complete the appropriate request form and attach supplementary information if required.



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3. At least 60 days before the event or activity, return the form and supporting information to the District Office by mail or email:
 - Southwest Management District
 - P.O. Box 22167
 - Houston TX 77227-2167
 - Email address: atrinh@haweshill.com

4. Staff will review the application to confirm its completeness and compliance with the District's policies and procedures. Once confirmed, staff will submit the application to the District's Business & Economic Development Committee for review and recommendation to the District's Board of Directors.

5. The Business & Economic Development Committee will consider the application's suitability for sponsorship based on:
 - the event/activity's compatibility with the District's mission and goals
 - the relevance of the event/activity to the needs of the constituents and stakeholders within the District's boundaries
 - the direct marketing/public relations benefit to the District
 - availability of funds allocated for funding support in the current fiscal year's budget
 - any other criteria the committee considers appropriate

The Business & Economic Development Committee will submit its recommendation to approve or decline the request in a report presented to the Board of Directors at a regular board meeting. The committee will recommend the appropriate level of funding support to the Board, which the Board may or may not approve.

6. The Board of Directors will make the decision to approve, modify, or decline the request for funding. Its decision will be final. Staff will notify the applicant of the decision by email. If the decision is to approve funding, staff will arrange the funding and provide all necessary supplies or information for the District's participation.

7. The recipient organization agrees to collaborate with the District's public relations and marketing staff in any special efforts to generate publicity for the event, activity, program, or project; to provide copies of materials published in print or by electronic means using the District's name and logo; and to keep the District informed of any other special actions before and after funding support is received.

8. Recipient agrees to provide the District's Business & Economic Development Committee with a brief written report on its outcomes and participation within thirty (30) days of the activity's completion or as specified by the committee.