CLEAN ENERGY ALLIANCE

CEA-025

Sponsorship Policy

Background

Clean Energy Alliance (CEA) recognizes the value of strategic partnerships in our community through sponsorships and support of local organizations, businesses and individuals as a means to accomplish CEA's goals, mission and Strategic Plan objectives. The purpose of this policy is to ensure that sponsorships have a specific, identified public benefit that aligns with our organization's mission, values and Strategic Plan to ensure for the proper use of funds and resources and for their fair distribution across our member agencies, as well as to ensure CEA is properly, efficiently and objectively evaluating sponsorship opportunities and ensuring that such sponsorships provide an identified community benefit.

Policy Definitions

Sponsorship: A sponsorship is any financial or in-kind support from CEA (including CEA administrative time) to a business, organization, or individual that helps offset the costs of an event hosted by the business, organization, or individual.

Sponsorship Agreement: A negotiated agreement between CEA and a company, organization, or individual to pay a sponsorship fee, provide services, share products or any combination thereof, including advertising, digital marketing, and promotional opportunities.

Event Type

This sponsorship policy shall apply but is not limited to the following types of sponsorship and events:

1. Community workshops
2. Community events
3. Fundraisers
4. Luncheons/ Dinners
5. Educational forums/symposiums

Eligibility Criteria

1. Sponsorship must demonstrate a direct or foreseeable indirect benefit to CEA customers or communities in CEA's service territory (Carlsbad, Del Mar, Escondido, San Marcos, Solana Beach, Oceanside, and Vista).
2. Sponsorship shall not be considered for organizations whose primary purpose is to support or oppose specific political parties or a political office.
3. Sponsorship shall not be considered for organizations whose primary product or core business model includes firearms, tobacco, fossil fuels or does not align with CEA's mission or goals.
4. Sponsorship request form has been completed by the organization or individual requestor.

Review Process

The following qualifications shall be considered by CEA staff when evaluating a sponsorship request.

I. Sponsorship request meets the eligibility criteria outlined above.
II. Sponsorship has a specific, identified public benefit.
III. Sponsorship aligns with CEA's mission and guiding principles as outlined in CEA's Strategic Plan.
IV. Does the sponsorship have clear ties to renewable energy, community choice aggregation, or sustainability?
V. Does the sponsorship make a meaningful impact on the CEA customers, the community or target audience?
VI. Does the sponsorship contribute to CEA brand awareness and recognition?
VII. Does the sponsorship support hard to reach groups, smaller organizations, or underserved communities?
VIII. Are there any reputational concerns, conflicts of interest, or risks associated with the sponsorship?
IX. Does the sponsorship provide reasonable value for the amount of funding requested?
X. Does the sponsorship fall within the approved budget for what is proposed?

Administrative Requirements

Approval Thresholds

A sponsorship request shall be approved by the following staff member depending on the requested amount:

a. $2,000 or less – Sponsorship requires approval by an authorized manager.
b. Over $2,000 – Sponsorship requires approval by Chief Executive Officer.

Staff shall maintain an updated list of all sponsorship activities to facilitate informed decision making and manage incoming sponsorship requests.

Submission Timeline

To ensure sufficient time for review and consideration, sponsorship requests should be submitted at least **45 days prior** to the event or sponsorship opportunity. While submissions received with less than 45 days' notice may still be reviewed, early submission increases the likelihood of thorough evaluation and timely approval.

Policy Restrictions

CEA reserves the right to decline or withdraw from any sponsorship agreement for any reason or for no reason or if the requesting organization or its representatives fail to meet the criteria outlined above, or if CEA determines that a conflict of interest — or the appearance of one — exists or becomes apparent or there is any other violation or potential violation of any applicable law. This right may be exercised at CEA's sole discretion.