



Sponsorship Policy & Guidelines 2016

The Utah STEM Action Center accepts requests for sponsorship subject to the following guidelines: The STEM Action Center will consider opportunities that promote science, technology, engineering and mathematics through best practices in education to ensure connection with industry and Utah's long-term economic prosperity.

Sponsorships should support our program's key objectives

- Produce a STEM-competitive workforce
- Ensure Utah's continued economic success in the global marketplace
- Catalyze student experience, community engagement and industry alignment
- Identify and implement STEM education best practices that will help to transform STEM education and workforce development

The STEM Action Center will not agree to sponsorships that reflect in a negative manner on the Department, Administration, or State and that do not clearly align with our mission and objectives.

For the purposes of this policy, "sponsorship" is a mutually beneficial relationship between the STEM Action Center and another entity, whereby the STEM Action Center contributes funds, materials, or services in return for entities that build awareness to the STEM Action Center and its services, promote STEM careers and STEM education, and provide a public relations benefit.

Providing sponsorship implies that the STEM Action Center has alignment with the principles of the entity it plans to support; therefore, the sponsorship opportunity must be consistent with government policies, such as being non-discriminatory, and should provide access for individuals in the community regardless of age, race, religion, disability or sexual preference.

Procedures

The STEM Action Center receives numerous requests for sponsorship. We are committed to sponsoring a cross-section of interests to make resource information available and grow STEM education and jobs. Preference will be given to in-state organizations with a proven, multi-year track record of effectively supporting STEM careers and education. We welcome the chance to explore sponsorships with past partners and key community stakeholders, but will also evaluate sponsorships that present the STEM Action Center with unique or special outreach opportunities.

The STEM Action Center will apply some of the same principles of advertising and public relations to evaluating sponsorships. Does the sponsorship event or program provide an avenue for effective promotion of STEM related matters:

- 1) Who is the target audience?
- 2) How tightly focused is the audience to STEM education and workforce alignment?
- 3) What is the size of the expected audience?
- 4) What is the time duration of the event or program and does it allow for “repeated exposure”?

The STEM Action Center considers all sponsorship requests to ensure they meet our organizational goals. Organizations interested in approaching the STEM Action Center for sponsorship should email kfelsted@utah.gov. Sponsorship requests must be submitted at least one (1) month prior to the date of the event/program.

The Center will evaluate all sponsorship proposals within ten (10) business days. All sponsorships must be approved by (1) Business Marketing Director, (2) Finance Director, (3) Managing Director overseeing relevant program and (4) Executive Director or Deputy Director. Applicants will be notified via email shortly after a final decision has been made.

Upon request, sponsored organizations must agree to send copies of all promotional materials created using the STEM Action Center logo or descriptive information for prior approval.

Time Frames of Support offered by the STEM Action Center

Given limited State resources and uncertainties in the annual budgeting process, the STEM Action Center shall communicate to requestors that an approved dollar amount in one fiscal year is not a guarantee of a similar level of support – if any – in subsequent years. In certain situations, GOED may elect to “front load” a multiyear sponsorship, then gradually reduce financial support in following years.

HB0283 Considerations

In the 2014 session, the legislature passed a bill that impacts the STEM Action Center's sponsorship processes, namely NONPROFIT ENTITY RECEIPT OF GOVERNMENT MONEY bill (HB0283).

Starting July 1, 2014, the STEM Action Center will vet sponsorship requests from non-profit. This will involve a brief questionnaire to determine applicability of the bill in a given situation*. This questionnaire is available upon request.

1. The STEM Action Center have a written agreement with the non-profit before distributing any money.
2. The written agreement will include information on the non-profit's budget:
 - a. if they have or anticipate receiving more than 50% of their money from federal, state, or local governments in the fiscal year the money is being given and if the same was true for the previous fiscal year; OR
 - b. if the non-profit's total expenditures or revenues exceeds \$500,000
 - c. IF either of 1 or 2 is true the STEM Action Center will notify the State Auditor.
3. The written agreement with entities for which a. or b. above apply will require the non-profit to provide to the STEM Action Center an itemized report, at least annually, detailing how the non-profit spent the money the STEM Action Center gave them.
4. The written agreement with entities for which a. or b. above apply will confirm that the non-profit has contained in its bylaws the following:
 - a. The non-profit's oversight procedures for state money it receives;
 - b. The non-profit's compliance with state laws in regards to the money it receives;
 - c. Procedures to designate an administrator who manages state money it receives;
 - d. Procedures to dismiss the administrator.
5. Marketing will work with Finance on procedures for filing this information.

Responsible Manager: Kaitlin Felsted

Approved By:

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