



**WHEREAS**, the Ohio Water Environment Association (OWEA) is a 501(c)(3) Organization and a Member Association (MA) of the Water Environment Federation (WEF); and

**WHEREAS**, OWEA relies upon a source of funding to run its organization and to administrate workshops, conferences, and other member services, and

**WHEREAS**, OWEA recognized that funds raised through organized sponsorship drives is an important part of the overall revenue stream for OWEA, currently performed by committee chairs, and

**WHEREAS**, in order for sponsorship initiatives to be successful, it must be conducted in a way consistent with an established procedure and at a set time of the year by a committee of individuals with the aptitude, experience, and willingness to contact organizations and ask them for financial contributions.

**THEREFORE**, OWEA has adopted the following policy and procedure:

### **POLICY AND PROCEDURE**

1. OWEA shall establish an Ad Hoc Sponsor Committee, with a Chair or Co-Chairs to lead the sponsorship planning and drive effort for its key events on a yearly basis.
2. The Committee shall develop a detailed Implementation Plan, which is updated on a yearly basis, and reviewed by the Executive Committee prior to execution.
3. The Implementation Plan shall establish financial goals, primary activities, timelines, means and methods on sponsor identification, development, and recruitment efforts to achieve OWEA goals. It is important that the Plan be carried out in a timely manner to maximize sponsorship opportunities for our events.
4. The Implementation Plan shall identify a myriad of sponsorship opportunities and establish multiple opportunities for “naming rights” for events and functions at the Annual Conference, Operations Challenges, and its Workshops.’
5. The Implementation Plan shall allow the large donors to be recognized with complimentary admission to the events that they have purchased the naming rights to. The number of complimentary admissions should be based on the size of the donation and the cost of the event to OWEA.
6. Options for sponsorship participation in OWEA shall be developed to encourage maximum participation by large, medium, and small entities.
7. Sponsorship opportunities shall be developed for general support of OWEA or targeted to events, conferences, or workshops.
8. It is imperative that each sponsor be made to feel special for their gift to OWEA. Thank you letters shall be sent by OWEA shortly after receiving a sponsor commitment.



### IMPLEMENTATION PLAN TEMPLATE

Key elements of the Plan are as follows:

#### Naming of Committee Members

To be determined by the Co-Chairs. In addition to the naming of committee members, defined roles need to be established. Members shall be assigned to this Committee based on the aptitude, willingness, experience, and effectiveness in fund raising. It is acknowledged that not everyone is well suited for this role, as many are not comfortable in dealing with people and asking for money.

Given that this committee will be raising funds, the OWEA Secretary-Treasurer, and at least one member of the Finance Committee shall be members. The President and President Elect shall be advisors and informed on all meetings, key discussions, and important correspondence. The Co-Chairs shall provide and update to the OWEA Executive Committee at every board meeting.

#### Financial Objectives:

The objective of this Implementation Plan is to raise X dollars for the following events: OWEA Annual Conference, Operations Challenge, and \_\_\_\_\_

#### Schedule:

For the Program to be successful it is imperative that the Committee commit to efforts to start early in the OWEA year in doing so consider the following:

- Prime budget setting time for organizations is typically in the fall
- OWEA Schedule for key events
- Need to maximize publicity in the Buckeye Bulletin, website, e-blasts, or other means.

It is generally acknowledged that most events for OWEA occur in the spring of each year. Therefore it is imperative that fund raising efforts be the greatest during January, February, and March.

#### Who, How, What, and When Matrix

This is the essence of the Implementation Plan.

The Co-Chairs shall determine how the Sponsorship Program will be carried out. Included in this detailed approach shall include specific names with assignments, firms/organizations to be visited, establishing the correct contact persons, providing feedback and follow through letters, e-mails, phone calls, and personal visits.

Adequate, effective, and timely follow through is the key. While it is envisioned that much of the work of the Committee shall be done over the phone or with personal visits, it is imperative that adequate and persistent follow up be provided.