

## **For POL Information – June 15, 2023**

### **Event Participation Criteria**

In addition to the program goals identified on the attached Sponsorship Guidelines, other criteria considered about the event itself include:

- Occurs within SCV Water service area boundaries
- Provides an acceptable level of interaction or exposure to attendees who would also likely be SCV Water customers (this could include a baseline of anticipated attendance numbers)
- Does not set a precedent for participation which could make a future Agency decision appear subjective (i.e., participating at one event, while declining participation at another similar event; especially in terms of non-profit fundraisers)
- Consider whether the event is free or paid admission
- Consider whether the event is a fundraiser for an organization, and limiting non-profit organizations to just once per year.

### **Booth Objectives**

Have an information booth with handouts, promo items and other material and activities that promote agency programs, services and key messages.

### **Water Station:**

Requirements for use:

- Connection to a potable water source that allows station to be located within the flow of event traffic
- Availability for flushing and testing 24 hours before by Water Quality staff
- Flat surface
- Room for shade canopy and signage
- Consider event attendance – the station requires additional staff to transport and manage, and resources to prep and clean. May not be suitable for smaller events.

### **Bottled Water:**

We have less than 180 cases of water left. We have been providing some to certain events as we use up the inventory. At those events, they are required to post signage we provide about bottled water, as well as provide a clear recycling opportunity near the distribution site.

## **2022/23 Event List**

City:

- Family Literacy Festival
- Cowboy Festival
- River Rally
- Free to be Me

Hart District Education Foundation – Touch a Truck

Michael Hoefflin Foundation – 5/10K, with request for another

KHTS: Home & Garden Show

Placerita Nature Center Open House

DWR: CAST For Kids

Friends of Castaic Lake: Fishin' Fun



## SPONSORSHIP GUIDELINES

Last Discussed at POL Committee – September 18, 2019

### 1. PURPOSE

To assist staff in evaluating sponsorship opportunities, to insure SCV Water is being strategic and effective with our resources.

### 2. SPONSOR PROGRAM GOALS

**To support those programs which meet one or more of the following objectives:**

- a) Advance public policy in the water industry (i.e., conferences).
- b) Position SCV Water as an industry leader and advocate.
- c) Communicate regional water policy issues to key constituent groups.
- d) Promote discussion and educational activities for regional water conservation and water-use efficiency issues.
- e) Support community water awareness programs and water-related education outreach programs.
- f) Focus on community participation around regional water policy issues.
- g) Other objectives as may be determined to align with the mission, vision and values of SCV Water.

**Examples of events that currently meet this criteria:**

- Industry events – ACWA; Urban Water Institute; AWA-Ventura County; Women in Water
- Sponsor Memberships – Southern California Water Coalition
- Industry publications (i.e., Maven's Notebook)
- Elected Officials Receptions
- Local events
  - Chamber of Commerce (i.e., annual support; Patriot's Luncheon; State of the County)
  - City of Santa Clarita (Earth Arbor Day)
  - Economic Development Corporation (Economic Summit)
  - VIA (Leadership Program; State of the State; annual support)
  - KHTS Sacramento Bus Trip
- Community events
  - Home and Garden Show



## SPONSORSHIP GUIDELINES

### 3. PREFERRED BENEFITS OF SPONSORSHIP

- A. **Outreach** – Will the SCV Water name be prominently displayed on event material with a significant amount of the public or water industry members viewing it?
- B. **Alignment** – Does the sponsorship align with the Agency’s message of being good stewards of our water resources, and/or a leader in the water industry?
- C. **Community Connection** – Does our sponsorship enhance the Agency’s connection to the community we serve or the water industry in which we operate?

### 4. ROLES AND RESPONSIBILITIES

#### **Communications Manager**

The Communications Manager under the general direction of the Assistant General Manager is responsible for the coordination of the sponsorship program, according to these established guidelines and an annual budget allocation.