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SPONSORSHIP POLICY

05/27/2022 – Adopted by Democracy Maine

PURPOSE

The League of Women Voters of Maine (LWVME), LWVME Education Fund, Maine Citizens for Clean Elections (MCCE), and MCCE Action (collectively referred to as the organizations) solicit and accept sponsorships that further their missions, support core programs as well as special projects, and are consistent with their tax-exempt status under the Internal Revenue Code.

DEFINITION

A “sponsorship” is an agreement between one or more of the organizations to accept a grant or contribution and in consideration to make an express public acknowledgment of the grantor or contributor. A sponsorship is usually limited in duration and occurs in connection with a specific publication, event, or activity.

Sponsorships will generally be accepted from individuals, partnerships, corporations, foundations, government agencies, or other entities. Sponsorships from political parties and current candidates for public office will not be accepted. Sponsorships from active Political Action Committees (PACs) and active Ballot Question Committees (BQCs) will not be accepted unless an exception is made by the Executive Committee.

When considering whether to solicit or accept sponsorships, the organizations will consider factors including, but not limited to, the following:

- Values – whether publicly associating with the sponsor is consistent with the core values of the organizations
- Public Relationships – whether acceptance of the sponsorship has an impact on the public reputation of the organizations
- Benefit – whether the sponsorship is mutually beneficial to the sponsor and the organizations
- Consistency – whether acceptance of the sponsorship is consistent with prior practice
- Form of sponsorship – whether the sponsorship is in a form that the organizations can use without incurring substantial expense or difficulty
- Effect on future sponsorships – whether the donation will encourage or discourage future donations

The organizations welcome sponsorships subject to the following guidelines.

Sponsorship Guidelines

- The organizations solicit and gratefully accept sponsorships as a mutually beneficial exchange in which one or more of the organizations receive a financial contribution from a sponsor to support its educational work and the sponsor receives acknowledgement for its sponsorship.
- The organizations choose which sponsorships they wish to accept and reserve the right to reject any sponsorship offer.
- The organizations reserve the right to determine the dollar amount of any sponsorship and to agree to varying sponsorship amounts.
- The organizations may publicize a logo and a written statement acknowledging a sponsor, but do not accept advertising.
- Sponsorships are from the approved organization only and may not be transferred to another individual or entity.
- The sponsoring organization's publication of the sponsorship is subject to agreement of the organizations.
- A sponsorship should not be construed as an endorsement.

Useful Links:

[Board Members](#)

[Board Policies](#)

- A sponsorship should not result in any substantial personal benefit to the organizations' board members, staff, or volunteers.
- The organizations retain full control of their work, program, and content. Sponsorship does not imply a grant of authority over the subject of the sponsorship.
- The organizations retain the right to review and approve all communications regarding a sponsorship. This includes—but is not limited to—announcements, articles, and press releases about the sponsorship.

Acknowledgment Guidelines

In return for a sponsorship, the organizations will acknowledge the sponsor consistent with Internal Revenue Service guidelines on advertising.

APPROVAL AUTHORITY

Decisions regarding the acceptance of any sponsorships shall be referred to the Development Committee and Executive Committee of the organizations. The organizations reserve the option to decline or return a sponsorship to the sponsor if it is later determined that the sponsorship does not conform to one or more of the factors above.

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