

AUGUSTA REGIONAL AIRPORT, BUSH FIELD SPONSORSHIP & CHARITABLE CONTRIBUTIONS POLICY

The Augusta Regional Airport Sponsorship and Charitable Contributions guidelines and policy (Policy) will ensure that all Augusta Regional Airport (AGS) sponsorships, volunteer activities, and in-kind services are coordinated and aligned with its business goals, maximize opportunity for corporate visibility, foster long-term business relationships, encourage employee wellness and are within AGS' budget and resources. This Policy will aid in eliminating duplication of efforts and establishing a central point of contact for internal and external requests for contributions.

This Policy serves as instructions for the Airport's staff and as general information and guidelines for the public. The intent of this Policy is to enhance AGS' community involvement by supporting non-profit organizations, as well as other groups within the Central Savannah River Area (CSRA) by contributing donations on behalf of the Airport. This Policy will cover five (5) areas of sponsorship and contributions and ensure that AGS is in compliance with federal regulations regarding the use of airport revenue.

Sponsorship by monetary donation

Sponsorship by promotional material donation

Sponsorship by in-kind employee contribution

Sponsorship by in-kind Airport representative visitation

Sponsorship by partnering with a Commercial Airline

I. STATEMENT OF PURPOSE

It is the mission of AGS to be the preeminent source of air travel to the flying public by providing reliable quality services, competitive fares and courteous and helpful staff in a safe secure environment. Further, it is our duty to provide a cost effective, high value full service airport facility which will enhance the economic well-being and quality of life in the CSRA and establish AGS as one of the premiere airport facilities in the Country.

II. PRIOR BUSINESS PRACTICES

This Policy supersedes and replaces all prior AGS policies, practices and guidelines in regards to sponsorships and charitable contributions.

III. DEFINITION

For the purpose of this Policy, a sponsorship is considered an agreement between AGS and a group or organization promoting an event for the support of community activities, participation in community events, or in support of community-purpose uses of AGS' property if such expenditures are directly and substantially related to the operation of the Airport. In accordance with the agreement, AGS provides funds, resources or services and in return for its sponsorship investment, receives rights and associations that will increase AGS' visibility, foster long-term business relationships or encourage employee wellness. The agreement does not have to be in the form of a

formal contract, but can include, for example, a letter outlining the terms of the sponsorship and a formal application.

IV. GUIDELINES

AGS may enter into sponsorship agreements provided the agreements are aligned with its business goals and objectives and are within its budget. The sponsorship agreements must provide an opportunity to promote and increase AGS' corporate visibility, foster long-term business relationships, or encourage employee wellness.

A. GENERAL PRINCIPLES

Sponsorships must conform and meet the following general principles:

1. The focus of AGS' sponsorships shall be local community (CSRA) related activities and education. Sponsorships may be coordinated with employee volunteer opportunities to achieve maximum impact within budget guidelines.
2. All sponsorships shall promote AGS' business goals, create positive visibility, demonstrate social responsibility or encourage employee wellness and meet the principles and guidelines of this Policy.
3. Sponsorships must be of mutual benefit to the contracting parties.
4. Sponsorships shall go directly to a qualifying non-profit agency. Sponsorships shall not be made to organizations representing a non-profit agency.
5. Sponsorships must be with individuals, businesses and/or organizations whose value and practices are not in conflict with AGS' policies and practices.
6. Sponsorships shall not be regarded by any business as an entitlement or as a means of gaining favorable terms from AGS.
7. Preference will be given to those organizations that have not received funds in the past. The filing of an application does not guarantee that a Sponsorship will be provided.
8. Financial contribution solicitations that do not include a value in kind type of sponsorship will not be considered for a sponsorship (i.e. non-profit conducts a fundraiser and requests a dollar amount donation).

B. PROHIBITED SPONSORSHIPS

The following exclusions apply to sponsorships:

1. AGS shall not make charitable contributions or donations.
2. AGS shall not support individuals, businesses, or organizations that discriminate on the basis of age, sex, race, religion, national origin, disability or any other protected classes with respect to employment, volunteer participation or the provision of services.
3. AGS shall not participate in or sponsor any event that promotes a particular religion, religious organizations, events or programs. Community events or programs sponsored by several organizations, some of which are religious organizations, may be considered as long as the purpose is not to promote a particular religion or religious organizations.
4. AGS shall not participate in or sponsor sports teams, this includes youth sport organizations such as Little League, American Legion, etc.
5. AGS shall not support or participate in requests that solicit financial support for individuals, businesses or organizations for political candidates, political issues or cause and/or political campaigns.

6. AGS shall not support or participate in requests that do not provide a benefit to AGS as stated and defined in this policy.
7. AGS shall not participate in funding any activity which could be considered to be a violation of the Rules and Regulations of the Federal Aviation Administration (FAA) regarding the use of revenue and revenue diversion.

C. MONETARY DONATION, CONTRIBUTION, OR SPONSORSHIP BUDGET APPROVAL

Sponsorship request forms must be filled out completely and submitted with all supporting documentation in order to be considered. Completed forms must be received the week of January 1st or July 1st to be considered for a sponsorship. Request forms must include evidence of current Section 501 (c) (3) tax status. All sponsorships must be included in the AGS budget and must be received a minimum of one hundred twenty (120) days prior to the sponsored event date. The annual Budget will be equally divided between each six month period. Once the annual budget amount has been reached, no additional donations, contributions, or sponsorships shall be awarded. Any unallocated funds remaining at the end of June of the calendar year will be rolled over to the second half of the calendar year. Applicants may expect to receive a decision the month following their application submittal. Successful applicants will be required to file a written report of the sponsorship event within three months of the event date.

D. MONETARY DONATION, CONTRIBUTION, OR SPONSORSHIP APPROVAL PROCESS

All sponsorships must follow the following process:

1. Requests: All sponsorship requests shall be coordinated and administered by AGS' Marketing Department. Individuals and/or departments seeking sponsorship funding shall furnish the Marketing Department with a fully completed AGS Sponsorship Request Form as well as a one page summary detailing the event and the expected benefits to AGS.
2. Due Diligence: AGS' Marketing Department shall perform its due diligence review of each sponsorship request as follows:
 - a. Ensure that potential sponsor is not in legal or financial conflict with AGS.
 - b. Ensure that the potential sponsor satisfies the general principles of this Policy.
 - c. Ensure that the potential sponsor is not excluded under this Policy.
 - d. Ensure that there is no duplication of sponsors, events, uses or purposes.
3. Approval: If due diligence indicates potential sponsor is acceptable and meets AGS's business practice, the Augusta Regional Airport Marketing Committee will then review all applications biannually. The Augusta Regional Airport Marketing Committee will then vote on the request for sponsorship funding and sign a statement authorizing sponsorship. This statement will include the following information:
 - a. Legal name, address and contact person(s) of the organization.
 - b. Tax ID number of the organization and evidence of current Section 501 (c) (3) tax status.
 - c. Total amount of funds or description of services to be contributed by AGS.
 - d. Fiscal year in which funds are to be spent.
 - e. Department in which funds are budgeted.
 - f. State how sponsorship aligns with AGS objectives as stated in this Policy, the branding opportunities for AGS, the ability to foster long-term business relationships, or how the sponsorship encourages employee wellness.

- g. Provide a copy of AGS' Sponsorship Request Form to finance. No funds shall be paid until signed statement authorizing sponsorships is received.
4. Contract: AGS shall have a contract or agreement with the soliciting organization executed and in place prior to any activity connected with the sponsorship. The contract shall specifically state the contribution being made by AGS and the benefits received for the sponsorship. A copy of the contract shall be provided to the department funding the sponsorship and the finance department. The organization shall provide AGS documentation of the contribution for audit and tax purposes.
5. Communication with Soliciting Organization: All organizations seeking an AGS sponsorship shall communicate directly with the Marketing Department. The Marketing Department shall advise all inquiring organizations of approval and/or disapproval of their requests. The Marketing Department shall communicate directly with organizations regarding approved requests and coordinate any collateral activities or materials such as ads, tickets, invitations, banners volunteers, etc.
6. Sponsorship Limit: Sponsorships to any organization shall not exceed \$1,000.00, in a fiscal year.
7. Marketing and Media Relations:
- a. Media Relations for all sponsorship agreements shall be handled by the AGS Marketing Department.
 - b. The organization shall work with the AGS Marketing Department to approve all use of AGS's logos and other branding. AGS must approve any promotional materials, signs, etc. that carry the AGS logo or brand.

E. PROMOTIONAL MATERIAL DONATION/ CONTRIBUTION APPROVAL PROCESS

All Promotional Material Request shall follow the process set forth above; however, the maximum amount shall not exceed \$500 during the fiscal year.

F. IN- KIND EMPLOYEE CONTRIBUTIONS

AGS participates in numerous fundraising events through the fiscal year to raise funds for local and national charity organizations. Funds raised for such events are funded 100% by employee's monetary contributions, payroll deductions, and volunteered (non-paid) hours. Payroll deductions are coordinated and administered by Augusta Richmond County's Payroll Department.

G. IN-KIND AIRPORT REPRESENTATIVE VISITATION

AGS will provide any individual or organization the presence of an AGS representative to conduct a presentation free of charge. All AGS representative requests shall be coordinated and administered by AGS's Marketing Department. Individuals and/or organizations seeking representative participation shall furnish the Marketing Department with details of the event by phone (706-798-3236) or email (ara_feedback@augustaga.gov).

H. PARTNERSHIPS WITH COMMERCIAL AIRLINES & AVIATION RELATED ENTITIES

AGS may participate and/or partner with any local non-profit organization in conjunction with a Commercial Airline to produce a charitable event. The charitable event must be in need of commercial airport participation due to the size of participating aircraft or equipment.

I. AUTHORITY AND INTERPRETATION.

The Marketing Department is responsible for the official interpretation of this Policy. Questions regarding the application of this Policy should be directed to the Marketing Department. AGS reserves the right to revise this Policy at any time with or without notice.

Federal Revenue Use Regulations: 49 USC §§ 47107(b) and 47133; 5190.6B Appendix E

Approved: _____
Douglas Lively,
Chairman

Signature of the Aviation Commission Marketing Committee Chairman Date

Signature of the Augusta Regional Airport Executive Director Date