AUGUSTA REGIONAL AIRPORT AT BUSH FIELD SPONSORSHIP & CHARITABLE CONTRIBUTIONS POLICY

The Augusta Regional Airport Sponsorship and Charitable Contributions Policy (Policy) will ensure that all Augusta Regional Airport (Airport) 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 the budget and resources of the Airport. This Policy will aid in the elimination of duplicate efforts and establish a central point of contact for internal and external requests for contributions.

This Policy shall serve as the standard operating procedure for the Airport's staff and as general information and guidelines for the public. The intent of this Policy is to enhance the Airport's community involvement through the support of non- profit organizations, as well as other groups within the Augusta River Region (ARR) through donations contributed on behalf of the Airport. This Policy shall cover five (5) areas of sponsorship and contributions, and shall ensure that the Airport complies with federal regulations regarding the use of airport revenue. The five (5) areas of sponsorship and contributions are as follows:

- 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

To promote Augusta Regional Airport via sponsorship agreements as outlined in of the Sponsorship & Charitable Contributions Policy, IV. GUIDELINES, A. GENERAL PRINCIPLES.

II. PRIOR BUSINESS PRACTICES

This Policy supersedes and replaces all prior Airport 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 the Airport and a group or organization to promote an event for the support of community activities, participation in community events, or in support of community-purpose uses of the Airport's property if such expenditures are directly and substantially related to the operation of the Airport. In accordance with the agreement, the Airport may provide funds, resources, or services, and, in return for its sponsorship investment, receives rights and associations that will increase the Airport's 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 that outlines the terms of the sponsorship and a formal application.

IV. GUIDELINES

The Airport may enter into sponsorship agreements provided the agreements are aligned with its business goals and objectives and are within its budget and FAA guidelines. The sponsorship agreements must provide an opportunity to promote and increase the Airport's 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 the Airport's sponsorships shall be local community- related (ARR) activities and education. Sponsorships may be coordinated with employee volunteer opportunities to achieve maximum impact within budget guidelines.

2. All sponsorships shall promote the Airport's 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 values and practices are not in conflict with the Airport's policies and practices.

6. No individual, business, and/or organization shall regard a Sponsorship as an entitlement or as a means to gain favorable terms from the Airport.

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 for an 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. The Airport shall not make charitable contributions or donations.

2. The Airport 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. The Airport 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. The Airport shall not participate in or sponsor sports teams, this includes youth sport organizations such as Little League, American Legion, etc.

5. The Airport 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. The Airport shall not support or participate in requests that do not provide a benefit to the Airport as stated and defined in this policy.

7. The Airport shall not participate in funding any activity. which could be considered a violation of the Rules and Regulations of the Federal Aviation Administration (FAA) in regards to 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. Request forms must include evidence of current Section 501 (c)(3) tax status. All sponsorships must be included in the Airport budget and

must be received a minimum of ninety (90) days prior to the sponsored event date. Once the annual budget amount has been reached, no additional donations, contributions, or sponsorships shall be awarded. 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 the Airport's Marketing Manager and/or departments seeking sponsorship funding shall furnish the Marketing Department Manager a fully completed Airport Sponsorship Request Form as well as a one-page summary that details the event and the expected benefits to the Airport.

2. Due Diligence: The Airport's Marketing Department Manager shall perform a due diligence review of each sponsorship request as follows:

    a. Ensure that potential sponsor is not in legal or financial conflict with the Airport.

    b. Ensure that the potential sponsor satisfies the general principles of this Policy.

    c. Ensure that there is no duplication of sponsors, events, uses or purposes.

3. Approval: If due diligence indicates potential sponsor is acceptable and meets the Airport's business practice, the Augusta Regional Airport, Aviation Commission, Marketing Committee (Marketing Committee) will then review all applications as received and vote on considered sponsorship. The Marketing Committee will present all recommendations to the full Aviation Commission for consideration. If sponsorship is accepted, the Aviation Commission Chairman signs the request for sponsorship funding and statement that authorizes 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 the Airport.

    d. Fiscal year in which funds are to be spent, i.e. Department in which funds are budgeted.

    e. State how sponsorship aligns with the Airport objectives as stated in this Policy, the branding opportunities for the Airport, the ability to foster long-term business relationships, or how the sponsorship encourages employee wellness.

f. Provide a copy of the Airport's Sponsorship Request Form to finance.

a. No funds shall be paid until signed statement authorizing sponsorships is received.

4. Contract: The Airport shall execute a contract or agreement with the soliciting organization prior to any activity connected with the sponsorship. The contract shall specifically state the contribution made by the Airport and the benefits received for the sponsorship. The Department funding the sponsorship and the Finance Department shall receive a copy of said contract. The organization shall provide the Airport with documentation of the contribution for audit and tax purposes.

5. Communication with Soliciting Organization: All organizations that seek an Airport sponsorship shall directly communicate with Marketing Department Manager. The Marketing Department Manager shall advise all inquiring organizations of approval and/or disapproval of their requests. The Marketing Department Manager shall directly communicate with organizations regarding approved requests and coordinate any collateral activities or materials including, but not limited to ads, tickets, invitations, and volunteer banners.

a. All tickets and/or invitations that are received by the Airport as a result of an approved sponsorship by the Marketing Committee shall be offered to the Aviation Commission Members on a first come, first serve basis. The Aviation Commission Members shall have five (5) calendar days to request such tickets and/or invitation. If there are any tickets and/or invitations remaining after five (5) calendar days, said tickets and/or invitations shall be offered to the Airport staff.in a manner left to the discretion of the Airport Executive Director.

b. The use and/or acceptance of any tickets or invitations, as a result of an approved sponsorship by the Marketing Committee, shall be reported at the next full Aviation Commission Meeting by the Marketing Committee Chairperson.

6. Sponsorship Limit: Marketing Committee in the decision making process of each sponsorship proposal. The matrix may not be a direct line of value per sponsorship request. Sponsorships levels may very base on events historic attendance numbers. Should the event be the first annual of its kind the maximum amount of sponsorship should not exceed $1,000.00.

a. Levels of sponsorship are listed below:

Less than 200 Attendees	$500.00
201-2,500 Attendees	$1,000.00
2,501- 5,000Attendees	$1,500.00
5,001-10,000 Attendees	$2,500.00
10,001 and above attendees	$5,000.00

b. Sponsorship level approval may also be based on non-profit provided sponsorship package

level opportunities. Example: should AGS received the same recognition in way of logo placement, verbal recognition, digital recognition, etc. for multiple payment levels, AGS Marketing Committee may select the lower payment level to fulfill sponsorship coverage.

c. The AGS Marketing Committee has ability to discuss each sponsorship request in the fullest to determine the value of the event based on federal guidelines and community outreach. The above matrix may also be utilized as a sliding scale.

7. Marketing and Media Relations:

   a. Media Relations for all sponsorship agreements shall be handled by the Airport Marketing Department Manager.
   b. The organization shall work with the Airport Marketing Department Manager to approve all use of the Airport's logos and other branding. The Airport must approve any promotional materials, signs. and the like that carry the Airport logo or brand.

E. PROMOTIONAL MATERIAL DONATION/CONTRJBUTION APPROVAL PROCESS

All promotional material donation requests shall follow the process set forth above; however, the maximum amount shall not exceed $500 during the fiscal year.

F. IN- KIND EMPLOYEE CONTRIBUTIONS

The Airport participates in numerous fundraising events throughout the fiscal year to raise funds for local and national charity organizations. Funds raised for such events are funded 100% by employee monetary contributions. payroll deductions. and volunteered (non-paid) hours. The Augusta, Georgia Finance Department's Payroll Division coordinates and administers payroll deductions.

G. IN-KIND AIRPORT REPRESENTATIVE VISITATION

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

H. PARTNERSHIPS WITH COMMERCIAL AIRLINES & AVIATION RELATED ENTITIES

The Airport 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 require the participation of the commercial airport due to the size of the participating aircraft or equipment.

I. EXECUTIVE DIRECTOR DISCRETION

The Airport Executive Director shall have the discretion to purchase event tables and tickets through means and for reasons other than those outlined in this Policy. with the explicit stipulation that said event items do not qualify in the form of a sponsorship.

J. AUTHORITY AND INTERPRETATION

The Marketing Department Manager is responsible for the official interpretation of this Policy. Questions regarding the application of this Policy should be directed to the Marketing Department Manager. The Airport reserves the right to revise this Policy at any time with or without notice. Federal Revenue Use Regulations: 49 USC§§ 47107(b) and 47133; 5190.68 Appendix E

Approved By:

Augusta Aviation Commission Chairman, Dan Troutman — Date: 7-18-24

Augusta Aviation Commission Marketing Committee Chairman — Date: 7-18-24

Augusta Regional Airport Executive Director — Date: 7-18-24