



Workshop Sponsorship Policy

Overview and Goals: SCFGLC sponsors workshops, field days, conferences, and other events that advance the mission and goals of the organization as follows:

1. Promote and expand the efficient utilization of forages to improve the economic and social well-being of all citizens of South Carolina.
2. Promote the value of forage and cover crops for soil and water conservation, the abatement of air and water pollution and the improvement of soil health.
3. Give encouragement to research and educational efforts that will improve forage production, utilization, and marketing and soil health.
4. Provide a forum for the identification of problems and the exchange of ideas, opportunities and solutions required for the complex business of forage-animal agriculture and soil health.
5. Increase the use of forages and forage systems as a desirable and efficient means of utilizing land resources for food and fiber production, erosion control, wildlife habitat and enhancing the beauty of South Carolina.
6. Provide a means for combining the efforts of service, supply and production functions for a more efficient and profitable forage-animal agriculture.
7. Provide a means to educate consumers on the benefits derived from an efficient and profitable forage-animal agriculture.
8. Encourage outstanding achievements in the forage industry through recognition programs.
9. Develop vigorous leadership in forage activities beneficial to South Carolina agriculture.

Timing: Requests for event support should be submitted *at least* six weeks, and preferably eight weeks or more, in advance of the event. This will ensure the SCFGLC board has time to consider the request during a regularly-scheduled monthly board meeting and will allow at least a month to advertise the event.

Methods of Support: SCFGLC provides event support in two ways: (1) sponsorships and (2) direct costs.

- **Sponsorships:** If the requesting entity is a 501c3 non-profit organization, academic institution, government agency or subdivision, or similar not-for-profit entity, SCFGLC can provide an event sponsorship. Typically, the requesting entity will have already established sponsorship amounts for the event with corresponding sponsor recognitions. (E.g., at the \$100 sponsorship level, sponsors' logos are added; at the \$500 sponsorship level, sponsors' logos are added and they can set up an exhibit table at the event; at the \$1,000 sponsorship level, sponsors' logos are added, they can set up an exhibit table at the event, and they can have five minutes on the agenda to speak to participants.) Upon approval of a sponsorship request by the SCFGLC board, SCFGLC can pay the sponsorship in the approved amount directly to the requesting entity.
- **Direct Costs:** If the requesting entity is an individual or a for-profit business, SCFGLC can only cover direct eligible costs (either by paying for eligible costs directly, or by reimbursing the individual or business for actual costs, as documented by receipts or other proof of payment). Eligible expenses typically include facility rental costs; rental costs for tents, port-a-johns, tables, chairs, sound equipment, and similar; travel costs and honoraria for speakers; and costs of printed materials or other items provided to event participants. Food and beverage costs are typically not eligible for SCFGLC funding. Upon approval of a "direct cost" support request by the



SCFGLC board (typically with a “not to exceed” amount cap—e.g., “SCFGLC approves covering eligible costs for this event up to an amount not to exceed \$1,000”), SCFGLC will work with the requesting entity to directly pay for eligible items OR to reimburse the requesting entity for eligible expenses upon receipt of proof of payment (e.g., copies of receipts).

SCFGLC Acknowledgement: Event hosts should acknowledge SCFGLC’s support by (at minimum) including SCFGLC’s logo on printed materials and websites associated with the event. SCFGLC may impose additional requirements, such as requiring a funding statement or disclaimer (e.g., “some support for this event was provided by the SC Forage and Grazing Lands Coalition and the USDA-Natural Resources Conservation Service through federal grant #AABBCCDDEE”) be included.

Process: The event host should email a request for support to the SCFGLC Executive Director (Gary Ward, 77tarheel@gmail.com) at least six weeks before the date of the event. Details about what to include in the request for support are further defined below. The SCFGLC executive director will review the request for support to ensure it meets SCFGLC’s minimum qualifications and will then forward eligible requests, along with an estimate of the amount of funding remaining in SCFGLC’s approved annual budget for event support, to the SCFGLC President. The SCFGLC President will review the request and will decide whether to (a) bring the request to the full board for consideration at the next regularly-scheduled board meeting, (b) bring the request to the full board for an electronic vote before the next board meeting, (c) call a special meeting of the board to consider the request, or (d) do something else. The board should consider the criteria defined in the section below titled “SCFGLC Evaluation” as they decide whether or not to approve a funding request.

Requests for Support: The event host should email a request for support to the SCFGLC Executive Director (Gary Ward, 77tarheel@gmail.com) at least six weeks before the date of the event. The email should include the following information:

- Event host’s name and affiliation
- Event date and time
- Event title
- Event location
- Draft agenda, including session titles and speakers
- Expected # of attendees
- Target audience (e.g., sheep farmers in the upstate, cattle farmers from across the state, forage growers in the Pee Dee, etc.)
- Is this a sponsorship request or a direct funding request?
 - If it is a sponsorship request, please indicate or include your pre-determined sponsorship levels and associated sponsor recognitions. Note SCFGLC can only provide sponsorships if the event is being hosted by a 501c3 non-profit organization, academic institution, government agency or subdivision, or similar not-for-profit entity. Individual or for-profit entities may only make requests for direct funding.
 - If it is a direct funding request, please provide a copy of the entire event budget showing expected incomes and expenses. How much money are you seeking from SCFGLC and what eligible costs do you seek to have covered? Eligible expenses typically



include facility rental costs; rental costs for tents, port-a-johns, tables, chairs, sound equipment, and similar; travel costs and honoraria for speakers; and costs of printed materials or other items provided to event participants. Food and beverage costs are typically not eligible for SCFGLC funding.

SCFGLC Evaluation: The SCFGLC board will evaluate sponsorship requests based on the following criteria. If the support request is being submitted by an SCFGLC board member (on behalf of themselves or a business or non-profit entity they represent, either formally or informally), the board member is advised to recuse themselves from discussion and voting on the sponsorship to avoid the appearance or the existence of a conflict of interest.

1. How well does the event address the mission and goals of SCFGLC as set forth above? What proportion of time at the event will be dedicated to these goals/topics?
2. Does SCFGLC have enough funding remaining in its approved annual workshop budget to fund this request AND any other expected expenses through the end of the fiscal year? If not, does this request outrank any of the other expected expenses, and/or is the board willing to increase the approved annual workshop budget?
3. If it is a direct funding request, is the proposed event budget reasonable, and are proposed expenses eligible for SCFGLC funding?
4. Will the location of this event reach a new or underserved audience for SCFGLC?
5. The Executive Director will keep a spreadsheet of the information in the request so that it is easy to see where the money is spent by event organizer, topics covered, target audience, area of the state, etc. for each year.