

## **BOARD OF DIRECTORS**

### **SPONSORSHIP POLICY**

1. The Trust has the responsibility and the flexibility under the Presidio Trust Act to utilize every appropriate revenue source to meet the goal of earning sufficient revenue to operate and maintain the Presidio. A corporate sponsorship program could be a valuable new revenue source for the Trust. It could also help us advance our people and planet strategic goals. On the other hand, a corporate sponsorship program can have pitfalls, including exposing the Presidio and Presidio Trust to negative reputational risks.
2. The Board of Directors has determined that it is in the best interests of the Trust to solicit corporate sponsorships so long as the sponsorships align with our core values as a national park site, and so long as the sponsorships do not impede the enjoyment or recognition of the Presidio as a national park site operated by the Presidio Trust in conjunction with the National Park Service.
3. Accordingly, the Board hereby authorizes staff to enter into sponsorships that meet the following criteria.
  - 3.1. The Trust may not endorse any specific brand, per federal requirements for federal agencies.
  - 3.2. All sponsorship recognition and activation must comply with historic preservation requirements, and the Presidio Trust's [Philanthropic Recognition](#) and [Commemorative Works](#) policies.
  - 3.3. The sponsoring brand must align with Trust and national park values. We are defining a brand as the specific entity seeking recognition through a sponsorship agreement. This entity may be different from a parent company or corporation, which can have multiple brands, sometimes across very different industries, many aligned with Trust values, some perhaps not. Each potential sponsor's brand and activation plan will be reviewed carefully for its alignment with our national park and Presidio Trust values and the revenue potential from a sponsorship deal. The Trust will not enter into a sponsorship agreement with a brand that sells or provides goods or services that are not aligned with Trust and national park values, or that would be disreputable or controversial. If the CEO is uncertain, the CEO shall consult with the Board of Directors prior to agreeing to a sponsorship. Examples of sponsorship categories that the Trust will not pursue include but are not limited to:
    - 3.3.1. Cannabis or cannabinoid-containing products
    - 3.3.2. Partisan or election-related goods or services
    - 3.3.3. Sexually explicit adult products
    - 3.3.4. Tobacco/e-cigarettes
    - 3.3.5. Weapons (including, but not limited to, firearms, explosives and explosive materials)

4. All sponsorship agreements must be reported on at least a quarterly basis to the Board of Directors.
5. Management shall develop policies and procedures to implement this policy.

**Approved 1-27-22**