Event Sponsorship Policy Guide

DISCLAIMER: Sponsorships are contingent on annual Northeast (NE) SARE funding availability at the time of the request. Funds are discretionary and will be awarded at the discretion of NESARE. A submission of sponsorship request does not automatically indicate support or acceptance. NESARE reserves the right to deny sponsorship funding if sponsorship guidelines, allowable budget items (including itemization and justification of budget items), or sponsorship deadlines are not met.

All organizations/institutions seeking funding support from NESARE are doing business with NESARE's host institute, University of Vermont.
All awarded projects must be contracted and are invoice based.

Submitting a request

Organizations, institutions, non-profit organizations, individuals, and other ag professionals submit a sponsorship request for an educational event via NESARE's Event Sponsorship Application and and Budget Form.

Application Guidelines

Follow the application guidelines before submitting a sponsorship request:

- Any sponsorship requests up to $5,000 **must be submitted at least 45 days in advance of your event. Requests received less than 45 days before the event will not be considered.**
- Any sponsorship request greater than $5,000 must be submitted by **January 1** for events ranging from March to August, or by **June 1** for events ranging from September to February.
- Only ONE sponsorship per institution/organization will be considered per fiscal year
- Sponsorship must include NESARE representation at the event (e.g. website and logo presentation on marketing materials)
- Within 60 days after the completion of the event, organizers are required to submit a brief follow-up impact report describing how helped provide sustainable ag support for the organization or for those who attended. **Lack of report submission may impact NESARE's consideration of future sponsorship requests.**

Budget: Allowable and non-allowable Items

All items listed in the budget must be itemized and justified as to why they are needed for the event. All budgets are reviewed by NESARE and, where necessary, revised to conform to USDA-NIFA's policies on allowable budget items. Any budgets not itemized or justified will be returned for revisions.

Allowable v. non-allowable

Allowable	**Non-Allowable**
General event organizing General event organizing can include, but is not limited to: Material design and printing for event promotion, such as program, ads, signage/banners, videos, save-the-date cards, program surveys/evaluation, marketing materials, etc.; Postage for event promotion mailings *Meals* Snacks, refreshments and/or lunch, only when the food is part of the costs of the continuity of the event or is part of the educational programming. Is food necessary for continuity to achieve event goals? Are there program speakers, topic sessions, or other educational programming taking place during a meal? Dinner, only if there is a speaker or educational program held during the dinner. The dinner must serve the purpose of disseminating educational and technical information. *Travel* Travel is allowed for speakers and presenters only. Travel costs for attendees do not fall under the General Sponsorship guidelines. Travel covers: Speaker/presenter fees, including registration; Transportation (airfare, car rental, or mileage of personal vehicle following federal per diem guidelines); Lodging **(NOTE: Per University of Vermont policy; only hotels/motels are allowable for lodging establishments for reimbursement. Businesses, such as Airbnb, Vrbo, HomeAway, condos/townhomes, or similar vacation rentals are not allowable for lodging services. International travel is not allowed.)**	Breakfasts, Award Luncheons and dinners Fundraising events; Dinners, snacks or lunches if they conclude an event. Such activity is considered an entertainment cost; Rental or purchase of general supplies (tables, chairs, port-o-johns, paper products, furniture, pens, notebooks, etc.); Entertainment, such as social activities/film screenings and banquets; Entertainment venues, such as breweries, eateries or similar; Personal protection equipment (PPE); Incentives: money/gifts to attend events; cash or cash-value items, such as gift cards, gift certificates, items used for auction, or items for drawings; Promotional or giveaway items (t-shirts, bags, pens, mugs, etc.); Personal use items. Any item that does not serve as an educational resource is not allowed; Tents or canopies not used for educational purposes. For example, tents used for registration or to keep food covered is not an allowable expense; Alcohol; Liability insurance; Labor costs for personnel of the organization/institution; Tickets to shows or sporting events;

Event Facilities/Planning Spaces Rental of even facilities/planning spaces can include, but are not limited to: Convention center space; Hotel conference rooms; Community centers; Church Spaces for non-religious purposes, on farm locations or other open-air spaces, tents/canopies as long as educational activities take place under that space *Technical Equipment* Technical equipment, such as audio/visual technologies, can be rented. Other allowable items include online webinar fees, photography, videography, graphic design, and computer software needed for the educational event. *Incidentals* Items that do not fall under the above categories, but are needed for the educational event, can be listed here.	Miscellaneous expenses not directly related to the program, such as childcare services, maintenance fees, clean-up and upkeep, kitchen help for meal preparation, or wages for meal servers; Lobbying activities/donations/fundraising events; Travel and registration costs for general event attendees do not fall under the general event sponsorship guidelines.

Budget: Instructions and example

Remember to list only allowable items for each budget category, and justification and itemization are required for each item. For each applicable budget category, provide:

- The cost of the item requested
- An itemized breakdown of the cost for each budget category. For example, if you are requesting $500 for lunch, indicate that 50 people will be fed lunch at a cost of $10 per person
- A justification for each budget category. Explain why the item is needed.
- The total amount of the sponsorship request. The cost of the budget categories must be added up to your total amount requested.

Sample Budget Breakdown (For Illustrative Purposes Only)

Category	Cost	Cost Breakdown	Justification
General Event Organizing	$750	Design and printing of 1,000 flyers. Design is a flat rate of $300.Printing of 1,000 flyers is .45 a piece.	The flyers are needed to promote the event through various multimedia and traditional media outlets.

Meals	$500	Lunch for 50 attendees at $10 per person.	During the lunch, a keynote speaker will present an educational session on the 10 steps to creating a great business plan.
Speaker Travel	$762	Travel for 4 speakers.100 miles at 65.5 cents per mile ($65.50) speaker 1. 300 miles at 65.5 cents per mile ($196.50) speaker 2. $250 airfare each for speakers 3 and 4.	The speakers will be presenting educational sessions on the following topics: marketing, scaling up local foods, food safety, and developing value-added products.
Speaker Stipend	$400	Speaker stipend fees at $100 per speaker.	A fee to pay speakers for their time in sharing their knowledge with attendees.
Event Facilities/Planning Space	$300	$300 flat rate fee forthe farm site.	A fee to use the farm as the event location.
Technical Equipment	$100	Microphone: $25, Speaker system$75	The microphone and speaker system is needed for the speakers to present their information in an outdoor setting.
Incidentals	$0		
Total Amount Requested	$2,812		

Budget: Template

Category	Cost	Cost Breakdown	Justification
General Event Organizing			
Meals			
Speaker Travel			
Speaker Stipend			

Event Facilities/Planning Space			
Technical Equipment			
Incidentals			
Total Amount Requested			

Approved Requests

If the sponsorship request is approved; organizers are contacted via email regarding confirmation of funding support. Upon completion of contracting and invoice submission, Payment is processed within 30 days.

Impact Reports

Event organizers are required to submit a brief follow-up impact report at the completion of their event. The impact report describes how the sponsorship helped provide sustainable ag support for the organization or for those who attended.

The impact report must be submitted **within 60 days** of the completion of the event. The report is intended to measure the value of NESARE support in the organization's sustainable ag efforts. The impact report will be sent a form to the organizer via email.

Any impact reports not received will impact future sponsorship considerations.

In addition to the impact report, the organizer/institution must also provide NESARE with invoices, a copy of the event agenda or event flyer that acknowledges NESARE representation at the conference/ event.

For further information about the NESARE Event Sponsorship Program contact tleslie@sare.org