

**Watershed Agricultural Council  
Communications Department  
Standard Operating Procedures: Event Plan & Sponsorship Approval**

1. The What – This procedure will outline the steps to be taken by staff members to submit an Event Plan and Sponsorship Form.
2. The When – Staff members need to complete an Event Plan and Sponsorship Form no less than one (1) month prior to the event regardless of cost, or no cost, to WAC. Staff members will need to follow this process for any event where they will be representing the organization.
3. The How –
  - a. Staff should complete the Event Plan and Sponsorship Form including any supporting documents (i.e. event brochure, letter requesting sponsorship, insurance requirements) and submit to the Program Manager for approval.
    - i. The event/sponsorship must support the mission of WAC and/or tie to the values of the organization.
    - ii. Supporting and/or participating in events and/or sponsorship must be part of the annual work plan.
  - b. The Program Manager will ensure that the event/sponsorship is an appropriate use of allocated contract funds and must state the funding costs for BOTH event costs and sponsorship costs (when applicable).
  - c. The Program Manager shall then forward the Form and supporting documentation to the Communications Manager for approval prior to moving forward.
  - d. The Program Manager then submits the signed form to the Contract and Grants Specialist.
  - e. The Finance Department will submit a request to DEP for pre-approval if any food costs are anticipated – see item 4. Special Circumstances below
  - f. The Contract and Grants Specialist will acquire an insurance certificate, if necessary.
  - g. Once all the necessary approvals are received, the Contract and Grants Specialist will email completed Event Plan and Sponsorship Form to the Program Manager, Communications Manager and Director of Operations. The original document will be kept on file in the Finance Department.
  - h. Programmatic support staff should reference the approved Event Plan and Sponsorship Form when preparing Payment Requests associated with the Event.
  - i. *Please note: Expenses are not to be incurred for an event prior to receiving the fully approved event planning form.*
4. Special Circumstances:
  - a. An Event Plan and Sponsorship Form must be submitted for any event or meeting situation where food of any kind will be provided. Details of the meals must be included on the Form and should be supported by vendor quotes when applicable. In all cases, meals costs are limited to allowable rates in accordance with NYC Directive #6 appropriate meeting situations and must be approved in advance by DEP. Please allow additional time for processing in order to obtain DEP pre-approval.
5. Attachments:
  - a. Event Plan and Sponsorship Form
  - b. Appropriate Meeting Situations – 3/28/2023
  - c. DEP Meeting Expense Reimbursement Request Form
  - d. Applicable documents such as event flyer, brochure, letter requesting sponsorship.