

STRATEGIC PARTNERSHIPS COMMITTEE (SPC)
SPONSORSHIP POLICY

I. GOAL

To provide guidelines to ensure continuity, clarity, and communication in pursuing sponsorships for GAWL (including Special Events), GAWL Chapters, and the GAWL Foundation.

II. ALLOCATION OF SPONSORSHIP REVENUE

1. All Sponsorship revenue will be allocated among GAWL, Special Events, and the GAWL Chapters in accordance with the approved budget. Specifically, each group will receive a percentage share, depending upon their budget, as approved by the GAWL Board.
2. Once GAWL's entire budget is met, sponsorship monies will be allocated to each group with a larger percentage allocated to the group that brings in the sponsorship. This percentage will be allocated and approved by the GAWL Board.

III. DESIGNATED SPC COMMITTEE MEMBERS

1. Special Events and the GAWL Foundation must designate at least three (3) individuals to be a liason between their group and the SPC. The GAWL Chapters must designate at least one (1) individual to be a liason between the Chapter and the SPC. The liasons will become "SPC Committee members".
2. Designated liasons will be the only members of their groups authorized to fundraise.
3. The liason must attend SPC meetings and will be included in SPC email correspondence to ensure continuity. Liasons residing outside of Atlanta may participate in SPC meetings by telephone conference.