

## USHJA Committee Donor & Sponsor Procurement Guidelines

Donations and sponsorships are defined as the act of supporting an event, activity, person, or organization financially or through the provision of cash or products.

**Donation:** A donation is a gift of money or product with a defined value, for which the donor does not receive any defined benefit in return other than the potential of a tax benefit for the value of the donation. Approved donations of \$250.00 or more will receive a tax letter with no additional benefits.

**Sponsorship:** A sponsorship is a business transaction whereby an individual or business provides money or product in exchange for agreed on benefits. Sponsorships are not donations as a benefit is received in exchange, and money or goods provided are not tax deductible. All approved sponsorships will receive marketing and advertising benefits in exchange for support.

Committees approved by the USHJA Board as included in the Program Specifications and/or by special request, may procure additional financial support for functions beyond the original Program budget within the following guidelines:

1. Any Plan to seek additional support whether a donation or sponsorship must first be approved by the USHJA Board. Specific Committee plans must be in writing and designed to be budget relieving to offset the USHJA Board approved Program design and specifications, and any ancillary program functions or activities. Plans must be provided to the USHJA Program Liaison for review and input by the USHJA Sponsorship and Development Departments.

Board approved Plans must be coordinated through the USHJA Sponsorship and Development Departments.

### 2. SPONSORS

- a. Sponsors may not conflict with existing USHJA sponsors. USHJA will provide a list of USHJA Sponsors. These can also be found on the USHJA Sponsors webpage.
- b. Committees may not engage with any existing USHJA sponsor without first coordinating with the USHJA Sponsorship Department. Any approved approach to those entities will be coordinated through the USHJA Sponsorship Department.
- c. Sponsorships may not conflict with USEF drugs and medication rules. Further, calming supplements and alcoholic beverages are prohibited by USHJA.

### 3. DONORS

- a. All donations must be made through the USHJA Foundation. The USHJA Foundation donations page is [www.ushja.org/donors-grants/donate](http://www.ushja.org/donors-grants/donate), or check donations can be made out to USHJA Foundation and mailed to USHJA with the Committee Program name indicated on the memo line, at 3870 Cigar Lane, Lexington, KY 40511.

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- b. Donations must be payable to the USHJA Foundation and may not be collected in a member's individual organization account, personal checking or bank accounts.
  - c. Donation letters will only be issued for donations made through the USHJA Foundation for \$250 or more. The Association will issue donor letters that describe the donation but will not assign a value to the in-kind donation, for donations submitted with cumulative donor implied values of \$250 or more.
4. Items and products provided must adhere to the USHJA Donor and Sponsorship Guidelines.
  5. USHJA Committees may not sell products to raise funds.
  6. USHJA reserves the right to decline or remove any donors or sponsors that would present reputational risk or risk of liability.
  7. USHJA Committee may not enter into or commit USHJA to a contractual agreement on behalf of the USHJA, or commit to promotional benefits that would require USHJA fulfillment in any way.
  8. USHJA is the sole owner of certain trademarks. The USHJA name and/or logo(s) may not be used by a Sponsor for any purpose other than that limited use specified in an agreement and as approved by USHJA.
  9. Due to trademark regulations, class/event sponsors cannot be included in the title line.