

USOF POLICY -- SPONSORSHIP AND MARKETING FUND

Purpose: The purpose of the Sponsorship and Marketing Fund is to provide monies to aid in obtaining sponsors for USOF and its member clubs, public relations for the federation, and the marketing of orienteering as a sport and/or recreational activity in the U.S.

Administration: The Sponsorship and Marketing Fund is administered by the USOF VP Marketing & Public Relations, or his/her designate. By approving the annual budget for the Sponsorship and Marketing Fund, the USOF Board of Directors empowers the fund administrator to authorize disbursement of monies from the Sponsorship and Marketing Fund up to the amount budgeted for that purpose. Disbursements from the Sponsorship and Marketing Fund may not at any time exceed the cash balance in the fund. The fund administrator is required to maintain appropriate records and produce budgets and financial statements regarding annual Sponsorship and Marketing Fund activity.

Sources: Sources for support and revenue for the Sponsorship and Marketing Fund are:

1. Contributions to USOF designated for sponsorship, marketing or public relations activities.
2. Undesignated contributions to USOF authorized by the USOF Board of Directors to be used for sponsorship, marketing, or public relations activities.
3. Transfers from the USOF Operating Fund authorized by the USOF Board of Directors to be used for sponsorship, marketing, or public relations activities.

Uses: Monies in Sponsorship and Marketing Fund may be disbursed as:

1. Expenses related to obtaining sponsorship for the federation
2. Expenses related to marketing orienteering in the U.S.
3. Expenses related to public relations for USOF, its Teams or member clubs.
4. Loans or grants to USOF members or clubs for sponsorship, marketing or public relations projects.
5. Administrative costs related to the management of the monies in or projects funded by the Sponsorship and Marketing Fund as budgeted and authorized by the fund administrator.

Dissolution: The Sponsorship and Marketing Fund may be dissolved by majority vote of the USOF Board of Directors. Monies remaining in the fund at dissolution must be disbursed or transferred in a manner consistent with the intention of their designation to the Sponsorship and Marketing Fund.

Updated and passed 11/12/05