



## **Virginia Chapter Sponsorship Policy**

When the Virginia Chapter is requested by another organization to sponsor an event, the following process will be followed:

1. The request will be made in writing.
2. The request will include:
  - a. The objective of the event and anticipated impact.
  - b. Projected attendance.
  - c. The event's relevance to the planning community.
  - d. A draft overall budget of the event.
  - e. A list of prospective invitees.
  - f. Any monetary contribution requested.
  - g. Any interest in qualifying part or all of the event for AICP Certification Maintenance (CM) program credits.
  - h. An acknowledgement that all publicity, handouts, other materials include recognition of the Virginia Chapter as a sponsor.
3. The request will be forwarded to the Virginia Chapter's President and AICP Professional Development Officer (PDO) at least 45 days before the event.
4. The Virginia Chapter PDO will evaluate if the event could qualify as a "primary" sponsored activity under the AICP Certification Maintenance (CM) program, and therefore fall under the Virginia Chapter's CM registration "umbrella." Under the CM program, the Virginia Chapter may be considered the primary sponsor, and therefore registrant, of a program if all of these conditions are met:
  - a. It has contributed at least one third of the total direct costs of the program (not including consumables such as food and beverages) or the activity is principally marketed under the APA brand, and
  - b. It has contributed significantly to the development of the program (for example, topic and speaker identification; assistance with conference logistics), and
  - c. It has participated in the marketing of the program, and
  - d. The APA component will receive economic benefit commensurate with their financial and in kind contributions.

The PDO completes their evaluation and reports back to the Chapter President.

5. The President will distribute the request and the PDO's evaluation to the Virginia Chapter's Executive Committee. The Virginia Chapter Executive Committee will evaluate if the proposal meets its criteria and if the Board is interested in sponsorship. Criteria for sponsorship should include, but not necessarily limited to:
  - a. The event must be relevant to current professional planning practice
  - b. It is consistent with national APA objectives of promoting the value of planning, choice, engagement, and community
  - c. It is open to Virginia Chapter members
  - d. At least part of the event may be eligible for CM program credits

6. Based on the Executive Committee's recommendation, the President notifies the organization making the request. If the proposal qualifies under the Chapter's CM umbrella, the PDO subsequently works with the organization to submit through the Chapter for CM credit authorization.

*Thanks to the Washington APA Chapter for part of this policy wording.*

**Adopted by the Board of Directors, December 12, 2008**