Attachment 1

Proposed Sponsorship/Partnership Criteria

1. **Briefly describe the proposed project/event, including its intended purpose; geographic location; where applicable, the necessary related programs/facilities that are in place to support the project/event; its history (how many times has the project/event been undertaken and with what success); and previous Board involvement with the project/event.**

   Evaluation Criteria
   - *Does the Board see the intended purpose as realistic given the geographic location, local conditions, related programs/facilities that are in place, and similar activities?*

2. **How much funding or in-kind service is being requested and when is it needed? What other funding and/or resources are being utilized? From what sources?**

   Eligibility
   - Can the Board's funding/services be committed and provided in time for the project/event?
   - Are adequate funds available from the Board? If not, is the requesting organization willing to negotiate a smaller contribution or a suitable alternative?

   Evaluation Criteria
   - *Is the requested amount a substantial share of the overall funding?*
   - *Will the project/event be carried out if the Board does not participate?*
   - *Can the project/event achieve its intended purpose if the Board does not participate?*

3. **Describe the audience that will be addressed. What groups of people are likely to attend or receive the message (e.g., local government representatives, environmental activists, businesses, industry, the general public)? Quantify as much as possible how many people will be affected/benefited. How receptive is the audience?**

   Evaluation Criteria
   - *Is this an audience the Board has already targeted or would like to target to enhance its outreach?*
   - *Is this an audience the Board has not adequately reached in the past?*
   - *How important is it to reach this audience (again)?*
   - *How receptive is the audience?*

4. **Describe the message(s) the project/event will be promoting. Describe how the mission of the Board, and/or the goals, values statements, or strategies identified in the Board's Strategic Plan will be promoted. Describe how the Board will be acknowledged as a sponsor.**

Eligibility

- Is this message compatible with the mission, and/or goals, values, or strategies identified in the Board's Strategic Plan?

Evaluation Criteria

- *To what degree will the Board's mission, and/or goals, values, or strategies be furthered, and does it further the aims of the current priority focus areas?*
- *Is the recognition given to the Board commensurate with the level of support provided by the Board?*

5. **Describe how the message(s) will be conveyed (TV/Radio commercial, conference, workshop, publication, etc.); include schedule, timeline, and target dates. Will the method used to convey the message reach the entire targeted audience?**

Evaluation Criteria

- *How cost-effective is it to the Board to participate?*
- *How effectively can the message(s) be conveyed?*
- *Can this project/event or its method be transferred to assist efforts in other areas of California? How receptive is the proponent to help with the transfer?*
- *Would the Board have rights to use any of the materials/products developed under the partnership?*

6. **List and describe who is responsible for management and/or implementation of the project/event, including experience with similar projects/events, qualifications, and references of all organizations involved.**

Evaluation Criteria

- *How likely is the project/event to succeed as described?*
- *How successful have the applicant(s) been in the past with similar projects/events?*
- *Is there evidence of cooperation and/or involvement from appropriate local agencies/organizations that may be affected?*