



**AIR FORCE COMMERCIAL SPONSORSHIP
PROGRAM**

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AFI 34-407, 17 February 1999, is supplemented, with the approval of the Air Staff Office of Primary Responsibility, and applies only to the Air Force Academy Athletic Association (AFAAA) commercial sponsorship program.

SUMMARY OF REVISIONS

Attachment 3 (Added), last page, changed “name of sponsor” to “Name of Commercial Sponsor” and added “Commercial Address.”

1.1. There are many ongoing activities of the AFAAA that involve commercial sponsorship. Because it is a nonappropriated fund instrumentality (NAFI) within the Air Force Morale, Welfare, and Recreation (MWR) Program under DoDD 1015.1, *Establishment, Management, and Control of Nonappropriated Fund Instrumentalities*, 19 August 1981, it is eligible to use the commercial sponsorship program. Commercial sponsorships help to finance the operation of the AFAAA and allow the AFAAA to provide NAFs in support of mission-related and revenue-generating activities of the USAFA athletic program as identified in the USAFA Supplement to AFI 65-106, *Appropriated Fund Support of Morale, Welfare, and Recreation and Nonappropriated Fund Instrumentalities*.

1.1.1. (Added) A commercial sponsorship program must be distinguished from other methods by which the AFAAA receives benefits from outside sources. The procedures in the basic AFI and this supplement apply only where the sponsor will be given the various kinds of recognition identified in paragraph 6 of the basic AFI. Contributions and donations to the AFAAA are addressed in AFI 34-201, *Use of Nonappropriated Funds*, and the supplement thereto. Gifts to the Air Force are addressed in AFI 51-601, *Gifts to the United States Air Force*, and the supplement thereto.

2.13. (Added) Responsibilities. The following personnel will perform the functions in the AFAAA commercial sponsorship program:

2.13.1. (Added) USAFA Superintendent:

2.13.1.1. (Added) Has the authority to approve all commercial sponsorship offers to the AFAAA valued \$100,000 or less. See paragraph 8., this supplement.

2.13.1.2. (Added) Shall forward all commercial sponsorship offers valued more than \$100,000, annually, to HQ AFSVA/CC, through HQ USAF/ILV to the Chairperson, AF/MWR Advisory Board for approval.

2.13.2. (Added) Director of Athletics (HQ USAFA/AH) (or the Vice Director of Athletics (HQ USAFA/AHV) in the absence of the Director):

2.13.2.1. (Added) Approves commercial sponsorship agreements per delegated authority under the provisions of paragraph 8.1. of this supplement.

2.13.2.2. (Added) Shall assume the duties of the USAFA commercial sponsorship manager for the AFAAA Commercial Sponsorship Program only.

2.13.2.3. (Added) Oversees the administration of unsolicited and solicited commercial sponsorship agreements pursuant to this supplement. Ensures that the recording of commercial sponsorship agreements is handled in accordance with all appropriate instructions including, but not limited to, AFI 34-209, *Nonappropriated Fund Financial Management and Accounting*. Ensures that all USAFA personnel and contract personnel handle all transactions in accordance with proper guidance on internal controls of financial transactions.

2.13.3. (Added) Marketing and Development. The Marketing and Development Office is responsible for the day-to-day administrative operations of the commercial sponsorship process. If this function is contracted, the duties and limitations described in the basic instruction and this supplement will be included in the solicitation and/or the statement of work.

2.13.3.1. (Added) Shall use the unsolicited or solicited procedures for obtaining commercial sponsorship in accordance with the basic instruction and this supplement.

2.13.3.2. (Added) Shall coordinate all commercial sponsorship agreements with Marketing (10 SVS/SVK), Public Affairs (HQ USAFA/PA), NAF and APF contracting officers at the base level, and local Army & AF Exchange Service (AAFES) managers to ensure that sponsorship offers do not conflict with local commercial sponsorship agreements or other business arrangements that would be detrimental to or in conflict with Air Force interests. For more guidance on AAFES coordination, see paragraph 7.2, of the basic. All commercial sponsorship agreements valued at more than \$100,000 shall be processed in accordance with paragraph 2.13.1.2. (Added), this supplement.

2.13.3.3. (Added) Shall use the AFAAA commercial sponsorship agreement found in **Attachment 3 (Added)**. Commercial sponsorship is defined as the outside partial underwriting of AFAAA programs and events by a non-governmental individual or entity using money, goods and/or services to obtain limited recognition and advertising benefits. Commercial sponsorships help finance enhancements for the AFAAA programs, events, and activities to support the USAFA intercollegiate athletic program.

2.13.3.4. (Added) Shall submit all AFAAA commercial sponsorship agreements to the USAFA Legal Office for review.

2.13.3.5. (Added) Shall submit all AFAAA commercial sponsorship agreements to the Director of Athletics for signature. Marketing and Development personnel shall not imply or express that they have final approval authority to potential sponsors.

2.13.4. Legal Review. A legal officer will review all commercial sponsorship agreements for legal sufficiency.

2.14. (Added) Waivers. Waivers to the procedures contained in the basic or this supplement must be submitted through the Superintendent to HQ USAF/ILV for review and approval.

3.1. Initiating Unsolicited Commercial Sponsorship. Marketing and Development personnel (both Air Force and contractors) will not provide information about specific needs for sponsorship of Air Force athletics program or otherwise solicit commercial sponsorship, except as provided in paragraph 4. of this supplement.

3.1.1. The Marketing and Development Office may generate awareness of commercial sponsorship opportunities with the USAFA Athletic Department by publishing brochures and leaflets, placing ads in newspapers and magazines, and issuing public affairs-like news releases about the existence and availability of the program. The staff may attend local and national professional and business meetings, discuss the general availability of sponsorship opportunities, and post general information about the AFAAA commercial sponsorship program on the Official USAFA web page. All information regarding the program shall be limited to the existence and availability of the program. The materials may not solicit sponsors, identify specific needs or desires, or mention desired dollar amounts. The staff may also follow up on the general advertisements with letters of a strictly nonspecific nature.

3.1.1.1. These materials may highlight the overall AFAAA Commercial Sponsorship Program and identify general activities such as, but not limited to, football, basketball, hockey or any of the intercollegiate sports activities and special events supporting AFAAA.

3.1.2. AFAAA Commercial Sponsorship Manager and the Marketing and Development Office may provide information about the availability and existence of the AFAAA Commercial Sponsorship Program to noncommercial elements of the civilian community as provided in the basic instruction.

3.1.2.1. The Marketing and Development Office or the Director of Athletics may supply potential sponsors with information on the specific needs for an event in response to inquiries.

3.1.3. The AFAAA commercial sponsorship manager and the Marketing and Development Office may provide information consistent with this paragraph in the basic instruction.

3.2.1. The Director of Athletics:

3.2.1.1. Ensures that the Marketing and Development personnel prepare agreements pursuant to the commercial sponsorship agreement at **Attachment 3 (Added)**.

3.2.1.2. Shall coordinate all commercial sponsorship agreements with 10 SVS/SVK, HQ USAFA/PA, NAF and APF contracting officers at the base level, and local AAFES managers to ensure that sponsorship offers do not conflict with local sponsorship agreements or other business arrangements that would be detrimental to or in conflict with Air Force interests.

3.2.1.3. Submits agreements to USAFA Legal Office for review.

3.2.1.4. (Added) Approves all agreements valued at \$50,000 or less; forwards all other agreements to the Superintendent.

3.4. The sponsor and the Director of Athletics sign all agreements. The appropriate approval authority pursuant to paragraph 8. of this supplement approves and signs the agreement as well.

3.5. Commercial sponsorship agreements are accepted on behalf of the AFAAA by the appropriate authority under the provisions of this supplement.

4. The solicited commercial sponsorship program is the only authorized process for the AFAAA to solicit commercial sponsorship of AFAAA Programs as defined in the basic AFI. The Marketing and Development Office and the Director of Athletics, will ensure compliance with the provisions of the basic instruction. The Director of Athletics, or the Marketing and Development Office will conduct an open competition, through appropriate contracting channels, for solicited commercial sponsorships in accordance with the basic AFI and the USAFA Supplement.

8. Dollar Thresholds for Sponsorship Approvals. These thresholds apply to both solicited and unsolicited commercial sponsorships with the AFAAA.

8.1. The Director of Athletics (or the Vice Director of Athletics in the absence of the Director of Athletics). Approves commercial sponsorships worth up to and including \$50,000 (authority delegated by the USAFA Superintendent).

8.2. The USAFA Superintendent approves commercial sponsorships worth more than \$50,000 and up to and including \$100,000.

8.3. The Chairperson, Air Force MWR Advisory Board, approves commercial sponsorships worth more than \$100,000.

Attachment 1

GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION

Abbreviations and Acronyms

AFAAA—Air Force Academy Athletic Association

NCAA—National Collegiate Athletic Association

Attachment 3 (Added)

UNITED STATES AIR FORCE ACADEMY
COMMERCIAL SPONSORSHIP AGREEMENT

THIS AGREEMENT, is made and entered into this ___ day of _____, ____, by and between the Air Force Academy Athletic Association, (hereinafter referred to as the "AFAAA") and _____ (hereinafter referred to as "Sponsor.")

WHEREAS, the AFAAA, a nonappropriated fund instrumentality (NAFI) of the U.S. Government under the direct supervision and control of the Superintendent of the United States Air Force Academy (USAFA); and

WHEREAS, the Sponsor desires to support the AFAAA's core mission to provide supplemental support to the USAFA athletic program;

NOW, THEREFORE, the parties mutually agree as follows:

*1. Length of Agreement: This Agreement will provide sponsorship for the following event: _____ and end on _____.

2. Sponsorship: The Sponsor agrees to provide the following to the AFAAA:

3. AFAAA Recognition: AFAAA agrees to provide the following recognition:

4. Certifications: Sponsor agrees to the following certifications:

- 4.1. The Sponsor will not charge its costs of the sponsorship to any part of the Federal Government;
- 4.2. The Sponsor will relinquish all ownership rights to property provided;
- 4.3. The Sponsor will not receive any special concessions or other favored treatment not included in this agreement; and
- 4.4. There will be no off-base or commercial public acknowledgments of the sponsorship, and the commercial sponsor agrees it will not use its sponsorship in any of its other advertising except as provided for in this agreement.

IN WITNESS WHEREOF, the parties hereto agree to the above conditions

Air Force Academy Athletic Association
USAFA, Colorado 80840

Commercial Sponsor

(Name of AFAAA Representative)

(Name of Commercial Sponsor)

Address _____

Commercial
Address _____

Date _____

Date _____

* Modify to fit each sponsorship; e.g., the specific event, multiple events, or program involved.

See paragraph 6 of basic AFI for authorized recognition.

BRADLEY J. DeAUSTIN
Vice Director of Athletics