



**July 1, 2013**

## **PROCUREMENT DIRECTIVE NUMBER 004**

### **SPONSORSHIPS**

In accordance with Horry County Procurement Regulation, Section 3-2-4, this Procurement Directive sets forth procedures concerning sponsorships and other consideration received by Horry County in the form of goods and services that would have otherwise been paid for with taxpayer funds. Horry County departments may find it is in their best interests to allow sponsorship of certain activities, commodities, and/or promotional materials.

Subchapter 3-3-1 of the Horry County Procurement Regulation requires the Purchasing Agency (Horry County department) to notify the Procurement Department of the funding source of any acquisition (or potential receipt) of goods and services.

The following criteria shall be used for sponsorship-funded activities:


- Statement on product must clearly state that this item is "Sponsored by (sponsor name)" or "This (item) proudly sponsored by (sponsor name)";
- Special contemplation shall be given to the types of businesses permitted to sponsor Horry County goods and services – it is recommended that the Department Head and/or Assistant County Administrator pre-approve sponsorships;
- It must be clear that Horry County is not endorsing nor promoting any sponsor's product or service;
- It must be clear that Horry County is not a partner in promoting any sponsor's product or service;
- This directive will not apply to cash donations or anonymous cash contributions when the name of the donor/sponsor does not wish to be identified as such and there are no special conditions dictated by the donor – these funds will be considered Horry County funds after receipt;
- Chapter 6 of the Horry County Procurement Regulation governs the use of contracts and agreements and must be consulted prior to requesting a signature on a contract or agreement;
- Any questionable sponsorships shall be coordinated through the Department of Procurement and pre-approved by the Assistant County Administrator and/or County Administrator with the concurrence of Horry County Attorney; and
- The procedure for Unsolicited Proposals, as defined in Section 12-2-3 of the Horry County Procurement Regulation, must be followed in addition to this Directive.

This Procurement Directive remains in effect until superseded or rescinded in writing.

Recommended by Director of Procurement:

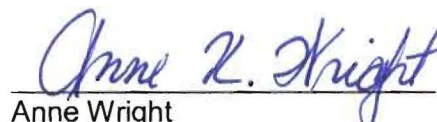
  
Kimberly Massie

Supported by Horry County Executives:

  
Arrigo Carotti  
County Attorney

  
Paul Whitten  
Assistant County Administrator

  
Steve Goshell  
Assistant County Administrator

  
Anne Wright  
Assistant County Administrator

Procurement Directive 004 is hereby approved by County Administrator, as authorized by Horry County Ordinance No. 02-10:

  
Chris Eldridge  
County Administrator