

## **Sacramento River Portal Sponsorship**

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This document is also on line at [www.sacramentoriverportal.org/sponsors/index.htm](http://www.sacramentoriverportal.org/sponsors/index.htm)

### **Background:**

The Sacramento River Portal has developed so far with the help of pro-bono time from CalTEG, Kevin Wolf and Associates and the Sacramento River Preservation Trust plus initial sponsorship of The Nature Conservancy. The Portal offers benefits for all Sacramento River stakeholders and can grow to become a powerful tool that increases the effectiveness of all stakeholder websites and the ability of everyone to find important river-related information.

The Portal sponsorship program will help the project become sustainable by offering real value back to the sponsors. In a time of tight budgets for all stakeholders, only by providing measurable benefits will the Portal convince organizations to contribute on a monthly or annual basis.

### **Sponsorship Benefits:**

The Portal's mission is advanced when stakeholder organizations make river-related documents and other material accessible on line. Because of granting requirements, governmental guidelines or other reasons, many documents must be made accessible to the public, more and more often via the web. Publishing these documents on the web provides the most cost effective way to distribute information. Yet formatting these documents and making them to access via the web takes time and resources. Thus the core of the Portal's Sponsorship Program is based around providing benefits to help with this need and cost.

Fifty percent of the sponsor's contribution goes to an account which they can tap for their own web development work. Thus a \$1000 per year sponsor will receive \$500 in high quality, and timely web programming. At least for the first year, document storage and bandwidth costs will be covered by CalTEG as part of its sponsorship contribution.

For 2003, web development will be done by Kevin Wolf and Associates (KWA). At the end of the year, the Steering Committee should evaluate the quality and effectiveness of their work and determine if a new contract should be signed. The effectiveness of the web team's work will be evaluated based on the goals and objectives selected by stakeholders in the initial meetings. Because KWA trains and supervises interns for much of the Portal's work, the hourly cost is substantially lower (about 50%) than it charges for other clients. All web development work for sponsors will be billed at \$30 per hour. Because templates and tools have already been developed, an hour of work goes far. Here are two examples of documents KWA placed on line for TNC and the hours "billed" to each:

\* Socioeconomic Report. 35 linked documents plus Table of Contents folder. *7 hours*  
[http://www.sacramentoriverportal.org/socio\\_econ/report.htm](http://www.sacramentoriverportal.org/socio_econ/report.htm)

\* Meeting Notes. One document converted PDF and linked to the website. *0.25 hours.*

<http://www.sjrtdml.org/committee/2002/index.html>

Web material developed for sponsors can be placed on the Portal and can also be sent back to the sponsoring organization for placement on their own website. All material developed by the Portal project will have its metadata entered into the online database and will include information on where the material can be accessed.

Unused sponsorship-controlled funds will not be returned to the sponsoring organization at the end of the year.

The other 50% of the sponsorship income will cover administrative costs and web development for the overall Portal. Steering Committee facilitation and notes will be done by Kevin Wolf who is a well regarded facilitator of consensus-based meetings. (See [www.dcn.davis.ca.us/go/kjwolf](http://www.dcn.davis.ca.us/go/kjwolf).) Ongoing Portal work on tasks such as updating events and news, adding stakeholder-proposed links to new resources, administrating the metadata search engine, and moderating the email listserv will be accounted for and presented to the Steering Committee. KWA will also be a sponsor of the website and will continue to provide pro-bono help.

Because a guiding principle of the Portal Project is transparent decision making and administration, all accounting for KWA time will be available via the website on a monthly basis. Sponsors, and anyone else interested, will be able to see an updated accounting of work and hours "billed" to each sponsoring account as well as the work and hours billed by KWA for the rest of it work on the Portal project.

### **Sponsorship Levels:**

Any organization wishing to participate and help with the Portal project may do so without committing to make a financial contribution. Non-paying sponsors commit to contributing time that will advance the Portal's mission and goals. For example, a volunteer for the Sacramento River Preservation Trust is putting in four hours per month in web development assistance. Valued at \$30 per hour, this time places SRPT in the \$1000 per year Sponsorship category. Sponsors wishing to help with time and not funds will work out an agreement on what they do to advance the Portal's mission. For example, there is a great deal of metadata entry work needed for existing published information that is not yet in the database. We are developing a new web application that will allow anyone with a web browser and internet access to enter metadata into the database. This will allow data entry work to be done via the web in a time and location that is convenient to the volunteer.

Paying sponsors will be critically important to the success of the project. Sponsors can contribute any amount they want with the knowledge that 50% goes to their own special use account. To help those organizations that would like to select from a standard sponsorship level, here are suggested per year contribution levels: \$10,000, \$5,000, \$2,500, \$1,000, \$500, \$250, and \$100.

### **How to Be a Sponsor:**

Organizations wishing to be a sponsor can contribute at any time. Until the Steering Committee finalizes the sponsorship terms and benefits, this document is only temporary and the benefits it provides may change. If the organization dislikes any change in the sponsorship agreement, it may change or end its sponsorship and all unspent funds will be returned.

Sponsors will sign a "contract" and can either pay in advance or be billed monthly or annually. To receive a contract, contact Kevin Wolf. Sponsorship checks will be made out to Kevin Wolf and Associates.

As soon as a contract is signed, sponsoring organizations can send KWA material to be formatted and placed on the website. Their sponsorship account will begin upon finalizing the contract.