

**COUNTY OF SAN DIEGO, CALIFORNIA**  
**BOARD OF SUPERVISORS POLICY**

**Subject**

Underwriting Costs of County Publications and Activities

**Policy  
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**Purpose**

To provide general guidelines regarding the solicitation of sponsorship for financial subsidization (cost offset) of County activities.

**Background**

Section 26109 of the Government Code authorizes a county board of supervisors, by ordinance, to provide for and regulate the sale of advertising on county real and personal property for the purpose of raising revenue and/or offsetting costs.

County ordinance number 6631 (NS), Section 81.5 of the County Administrative Code, was adopted by the San Diego County Board of Supervisors on August 2, 1983, to implement this law locally.

**Policy**

It is the policy of the Board of Supervisors that:

1. County departments and offices may seek to underwrite costs of County activities, such as publications, open houses, volunteer and employee relations activities, special events, groundbreaking, dedications, etc.
2. County departments or offices shall have the authority to solicit individuals or organizations for purposes of seeking sponsors to underwrite costs of County activities.
3. The opportunity to provide a service shall be offered without favor or discrimination to all willing or capable individuals or groups.
4. Departments will insure that (a) no conflict of interest exists; (b) Federal and State laws or regulations are not breached, e.g., equal opportunity; (c) existing County policies and guidelines are not violated; (d) no political or religious advertising is accepted; (e) common sense and good taste are respected.

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5. Sponsors shall be acknowledged with the following elements:

- a. logo and/or legal name; and
- b. short statement relating to nature of company or business.

6. County Chief Administrative Officer or designee will render final approval of proposed projects, project sponsors and sponsor acknowledgment.

**Sunset Date**

This policy will be reviewed for continuance by 12-31-2026.

**Previous Board Action**

7-19-83 (15), effective 9-1-83

4-4-89 (51)

11-29-94 (40)

6-15-04 (25)

12-9-08 (33)

10-30-12 (18)

10-29-19 (26)

**CAO Reference**

Chief Administrative Office