UNITED STATES MARINE CORPS
U.S. MARINE CORPS AIR STATION
YUMA, ARIZONA 85369-5001

StaO 5760.2
3BH1
3 Sep 93

STATION ORDER 5760.2

From: Commanding Officer
To: Distribution List

Subj: ESTABLISHMENT OF COMMERCIAL SPONSORSHIP DUTIES AND RESPONSIBILITIES

Ref: (a) MCO P1700.27
(b) MCO 4001.2A
(c) 5 C.F.R. Section 2635

1. Purpose. To establish the commercial sponsorship program for the Marine Corps Air Station, Yuma, Arizona.

2. Information. Reference (a) establishes the commercial sponsorship program which is designed to permit the Morale, Welfare and Recreation (MWR) Department to offer events in cooperation with the commercial sector that would otherwise be lost to authorized patrons. Sponsorship may be used only for MWR activities and events, such as: sports and fitness events; teams and competitions; music and entertainment events; festivals; youth activities; and other special events. Commercial sponsorship program management is resident within the MWR Marketing Department. Commercial sponsorship of an event is not a gift or donation. Commercial sponsorship is an exchange of value agreed upon by the MWR activity and the sponsoring company.

a. Without this exchange, it is a gift or donation. The solicitation of gifts or donations is prohibited by law and regulation.

b. Guidance regarding gifts and donations is contained in reference (b). Reference (c) sets forth the standards of conduct and government ethics principles and policies, applicable in commercial sponsorships. All DoD employees (military and civilian) shall refrain from informal sponsorship solicitation. Officials other than Commercial Sponsorship coordinators shall not solicit commercial sponsorship. MWR Directors, Commercial Sponsorship Coordinators, and other MWR personnel directly involved in the solicitation and sponsorship award recommendation shall have a current Confidential Statement of Affiliations and Financial Investments (SF Form 450) on file with appropriate officials.

3. Action

a. Effective 01 Jun 93, the MWR Marketing Department will manage all commercial sponsorship requirements for MCAS Yuma, in accordance with references (a) through (c). Retail commercial promotionals developed through retail buyer negotiations are not included under the definition of a Commercial Sponsorship; therefore, are not under the cognizance of the MWR Marketing Department.

b. Events requiring sponsorship will be identified through the appropriate MWR Departments (i.e. Recreation, Marketing, Food and Hospitality).

M. J. SWEIGART
By direction

DISTRIBUTION: B