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## WEST VALLEY WATER ASSOCIATION POLICY FOR USE OF OFFICIAL LOGO & NAME

**Purpose:** West Valley Water Association (WVWA) is often asked to support or partner with organizations or events. The following outlines the policy for use of the official West Valley Water Association Name and/or Logo.

It should be noted this policy only applies to use of the official name and logo and does not include requests for financial support.

All requests, other than those from sustaining member organizations, should be in writing with information as to specific use and dates for the official name and/or logo.

**Sustaining Member Organizations:** Sustaining member organizations in good standing may use the official name and logo for their events, web information, or collateral materials without specific approval from the Board of Directors.

If a sustaining member organization is identified as planning to use or having used the official name and logo in such a way as to bring negative attention to the West Valley Water Association, the Director will be informed and will then inform the President and Vice President of the Board. Director will notify the sustaining organization designees that the official name and logo should be removed from their platforms, stating the reasons, and any cost for removal or reprinting will be borne by the sustaining member organization. The Board of Directors will be informed of such actions.

**Organizations WVWA Supports:** The following listing of organizations are those which have similar objectives for water and/or the West Valley and, as such, WVWA will always be a partner to in their efforts. Should they request use of the logo and/or name for their events or marketing, those requests will be honored without needing specific action or approval by the Board of Directors. However, the Board of Directors will be informed via email when such requests are fulfilled.

- Arizona Municipal Water Users Association (AMWUA)
- Project WET (Water Education for Teachers)
- US Bureau of Reclamation (USBR)
- US Geological Survey (USGS)
- Arizona Department of Water Resources (ADWR)
- Salt River Project (SRP)
- Central Arizona Project (CAP)
- Central Arizona Groundwater Replenishment District (CAGR)

- AZ Water Association
- Alliance for Water Efficiency (AWE)
- WaterNow Alliance
- Arizona Hydrological Society
- Arizona State University, specifically the following schools:
  - School of Sustainability
  - Decision Center for a Desert City (DCDC)
  - Kyl Center for Water Policy
- University of Arizona, specifically the following:
  - Water Resources Research Center

Additional agencies or organizations may be added with Board approval. If any of these organizations are identified as having used the official name and logo in such a manner as to bring negative attention to the West Valley Water Association, the official name and logo will be removed from those platforms and any cost for removal or reprinting will be borne by that organization. The Board of Directors will be informed of such actions.

**Other Requests:**

When requests are received for the use of official name and/or logo from organizations other than those provided for above, the following process will be used:

- Director will review the request to see that it aligns with the purposes and/or current strategic plan of the West Valley Water Association.
- Director will communicate with Planning Committee Chair and Vice Chair for concurrence as to approval or denial of the request. Planning Committee Chair and Vice Chair, at their sole discretion, may move the item to the next scheduled Planning Committee meeting for consideration or discuss with individual Planning Committee members. Requests denied at the Planning Committee level do not need specific communication to the Board.
- If request is to be approved, Director will inform Board of Directors and Planning Committee via email providing minimum 24-hour notice for response in the event any Director wishes to veto the decision.
- In the event of veto, the request will be denied until further discussion or consideration by the entire Board of Directors at their next scheduled meeting. At the sole discretion of the President and Vice President of the Board, an email vote may be taken.
- Director will inform the requesting organization of approval or reason for denial, if needed.

**This policy is hereby adopted by the West Valley Water Association Board of Directors at their regularly scheduled meeting on March 22, 2018.**

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Mike Weber, President  
West Valley Water Association Board of Directors