



DEPARTMENT OF THE AIR FORCE

30TH SPACE WING (AFSPC)

MEMORANDUM FOR RECORD

14 January 2008

FROM: 30 MSG/SV

SUBJECT: Commercial Sponsorship Single Point of Contact, Solicitation of Contributions, Gifts and Donations

1. This is notification that the 30th Services Division – Marketing and Commercial Sponsorship office (30 MSG/SVK) is the only organization authorized to discuss potential commercial sponsorships for the morale, welfare and recreation elements of its programs. This guidance is IAW AFI 34-407 and AFMAN 34-416.
2. The Commercial Sponsorship is a Department of Defense Program that authorizes Services to give public recognition and advertising in turn for sponsorships. Air Force gift and donation policies offer limited public recognition to business for providing gifts or donations. All contributions, gifts, donations and sponsorships for NAFIs must be coordinated through the Commercial Sponsorship office and also through base legal office.
3. Specific guidance on private organizations (POs) is contained in AFI 34-223. POs and unofficial organizations operating on Vandenberg Air Force Base can often create situations where they give the appearance that the installation is conducting the event. These organizations must refrain from actions which make it appear that Vandenberg Air Force Base is endorsing or giving special treatment to donors involved, (e.g. it must be made clear that the limited recognition is for support to the PO/unofficial organization, not the installation). Private organizations and unofficial activities/organizations may accept gifts and donations, but are not authorized to solicit commercial sponsorship from on-base or off-base business. Additionally, Services cannot co-sponsor events with POs or unofficial organizations or activities in order to gain sponsorship support, contributions, gifts or donations.
4. Direct questions concerning the Air Force Services Commercial Sponsorship Program and Gift and Donation Policy to the 30th Services Division Marketing Department, 606-0276.

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