

# City Lead Guide

Responsibilities, policies, and resources for AKEW regional coordinators.

## The Role

A City Lead coordinates AKEW activity in a designated region. The job is to recruit event hosts, connect with local organizations, reach out to sponsors and government officials, and ensure the community has access to the full entrepreneurship ecosystem during the week. City Leads are not expected to host every event themselves; they are coordinators who identify what the community needs and recruit others to deliver it.

## Multiple City Leads Per Region

As in previous years, a region may have more than one City Lead. Co-leads share responsibilities and coordinate with each other to cover the full scope of activity in their area. When multiple leads serve the same region:

- Divide outreach targets to avoid contacting the same organizations, sponsors, or officials more than once
- Maintain a shared tracking log (provided by the statewide team) to record all outreach, commitments, and follow-ups
- Designate a single point of contact for each external relationship to prevent duplicate or conflicting communications
- Report jointly to the statewide Co-Chairs on regional progress

## Core Responsibilities

### Showcase What Exists

- Identify all entrepreneurship support organizations in the region
- Invite them to participate in AKEW (host events, list in directory, attend)
- Ensure local resources are visible on the statewide calendar

### Fill the Gaps

- Review the event calendar for the region: what topics are missing?
- Recruit hosts for underserved topics (lending, legal, AI, marketing, youth)
- Coordinate with the statewide team to source virtual events for gaps that cannot be filled locally

### **Deliver It Everywhere**

- Promote AKEW events through local channels (chambers, social media, email lists)
- Coordinate logistics for in-person events (venues, AV, refreshments)
- Ensure virtual/hybrid options exist for community members who cannot attend in person

# Outreach Coordination and Tracking

Each City Lead is responsible for tracking all outreach conducted in their region. This is critical for preventing duplicate contacts, measuring regional activity, and reporting outcomes to the statewide team.

## What to Track

- Every organization, business, sponsor prospect, legislator, or community leader contacted
- Date and method of contact (email, phone, in-person)
- Response status (pending, confirmed, declined)
- Commitments made (event hosting, sponsorship, endorsement, attendance)
- Follow-up actions and deadlines

## Why This Matters

When a City Lead reaches out to a host, sponsor, company, legislator, or any other contact, that outreach becomes the City Lead's responsibility to manage through completion. This ensures:

- **No duplicate efforts.** Other City Leads and the statewide team can see who has already been contacted and by whom.
- **Accountability.** Each City Lead's activity is visible, measurable, and reportable.
- **Professionalism.** External partners receive a single, consistent point of contact rather than multiple uncoordinated requests.
- **Statewide coordination.** The Co-Chairs can identify regions that need additional support or where outreach gaps remain.

### Tracking Requirement

The statewide team will provide a shared tracking tool (spreadsheet or CRM). City Leads are required to log all outreach activity within 48 hours of contact. The Co-Chairs will review regional logs on a bi-weekly basis during the planning period.

# Sponsorship and Donation Accountability

City Leads play a direct role in securing sponsorships within their regions. All sponsorship and donation activity is subject to full accountability and statewide distribution requirements.

## Recording and Reporting Donations

- All sponsorship commitments (cash or in-kind) secured by a City Lead must be reported to the statewide team immediately upon confirmation

- The City Lead must record the sponsor name, contact information, contribution type (cash or in-kind), dollar amount or estimated retail value, and any conditions or benefits promised
- City Leads do not collect or hold funds directly. All financial transactions are processed through AKEW's 501(c)(3) nonprofit fiscal sponsor

## Pre-Approval Requirement

**No sponsorship, partnership, endorsement, or affiliation may be finalized or publicly announced by a City Lead without prior written approval from at least one Statewide Co-Chair (Pascual J Reig-Munoz or Norma M Lucero).** Written approval includes email, text message, or other documented communication from the Co-Chair. Verbal approval is not sufficient.

A City Lead may conduct preliminary outreach and gauge interest, but may not make binding commitments, promise specific benefits, or represent that a sponsorship or partnership has been accepted until Co-Chair approval is obtained. Any commitment made without pre-approval is voidable at the sole discretion of the Co-Chairs with no liability to AKEW or the Co-Chairs.

## Statewide Distribution of Funds

**All donations and sponsorship funds are pooled statewide.** A City Lead may not retain, earmark, or direct sponsorship funds exclusively to their own region. Funds raised in any region are allocated by the statewide Co-Chairs based on need across all participating communities. This ensures equitable distribution and prevents any single region from accumulating resources at the expense of others.

In-kind donations (e.g., venue space, catering, printing) that are inherently local in nature will be used in the region where they are offered, but the statewide team retains authority over allocation decisions for all cash contributions and transferable in-kind donations.

# Conflict of Interest and Self-Dealing Policy

City Leads serve in a volunteer capacity on behalf of the AKEW initiative and the broader Alaska entrepreneurship community. This role carries fiduciary and ethical obligations. The following restrictions apply to all City Leads for the duration of their service and for 90 days following the conclusion of AKEW week.

## Prohibited Conduct

- **No self-promotion.** City Leads shall not use their AKEW role, title, communications, events, or relationships to promote, advertise, market, or generate business for any enterprise in which they, their immediate family members, or their business partners hold a financial interest.
- **No indirect benefit.** City Leads shall not structure AKEW activities, events, partnerships, or sponsorship arrangements in a manner designed to produce a direct or indirect commercial advantage for themselves or any affiliated entity. This includes but is not limited to: steering events to venues they own, directing sponsors to their own businesses, using AKEW contact lists for personal business development, or leveraging AKEW relationships for private deal-making.
- **No personal financial benefit.** City Leads shall not receive compensation, commissions, referral fees, gratuities, gifts of material value, or any other form of personal financial benefit arising from their AKEW role. Reimbursement of pre-approved, documented out-of-pocket expenses is permitted.
- **No misuse of AKEW resources.** AKEW brand assets, mailing lists, sponsor contacts, event registrations, and any other organizational resources shall be used exclusively for AKEW purposes. Use of these resources for personal, commercial, or political purposes is prohibited.
- **Disclosure obligation.** If a City Lead identifies a situation where their personal or business interests may conflict with their AKEW responsibilities, they must disclose the conflict in writing to the statewide Co-Chairs before taking any related action. The Co-Chairs will determine whether the City Lead must recuse themselves from the activity in question.

## Enforcement

Violation of this policy may result in immediate removal from the City Lead role, public correction of any misrepresentations made, and exclusion from future AKEW leadership positions. AKEW reserves the right to pursue any additional remedies available under applicable law. By accepting the City Lead role, the individual acknowledges and agrees to these terms.

# AKEW Governance Framework

All AKEW participants, including City Leads, are bound by the AKEW Governance Framework, a separate document that establishes the authority of the Statewide Co-Chairs, legal protections, and participation terms. The Governance Framework is available at [akew.org/governance](https://akew.org/governance).

## Key provisions that apply to City Leads include:

- Statewide Co-Chair Authority and Reserved Powers (including the authority to revoke City Lead appointments, veto sponsorships, and cancel events without explanation)
- Written Pre-Approval Requirement for all AKEW activity
- Waiver of claims, indemnification, and Co-Chair limitation of liability
- Brand and Name Usage Policy
- Confidentiality and Non-Disclosure
- Intellectual Property Assignment (with government/nonprofit exemption)
- Data Handling on Termination (48-hour return/destruction requirement)
- Anti-Disparagement
- Governing Law and Dispute Resolution (State of Alaska)
- No Assumption of Expense Reimbursement
- Universal Acceptance Through Participation

By accepting the City Lead role, the individual acknowledges and agrees to all terms in the Governance Framework. The Governance Framework is incorporated by reference into this guide.

## Timeline

When	Action
April - May	Outreach to local organizations; begin recruiting event hosts; set up tracking log
June - July	Confirm events; review calendar for gaps; recruit to fill missing topics; report sponsor leads
August	Finalize logistics; promote events locally; coordinate with statewide team; submit outreach log update
Sept 1-13	Final promotion push; confirm speakers and venues; test virtual setups
Sept 14-18	AKEW week: coordinate, troubleshoot, attend, celebrate
Sept 19-30	Post-week: collect feedback, thank hosts, submit final outreach and donation report to statewide team

## Resources Available

- Communication Templates Guide (email templates, social media copy)
- Event Organizer Guide (for event hosts in the region)
- Talking Points (for pitching AKEW to local organizations and government)
- Sponsor Prospectus (for approaching potential sponsors)
- Endorsement Templates (government and community versions)
- Brand assets and co-branded materials via the Media Kit page on [akew.org](http://akew.org)
- Shared outreach tracking tool (provided by statewide team)
- Direct support from statewide Co-Chairs

## Contact

Questions, support requests, or conflict-of-interest disclosures should be directed to:

**Email:** [contact@akew.org](mailto:contact@akew.org)

**Website:** [akew.org](http://akew.org)

**Bi-weekly meetings:** Tuesdays (schedule confirmed by Co-Chairs)

## City Lead Acknowledgment

By serving as a City Lead for Alaska Entrepreneurship Week, the individual acknowledges that they have read, understand, and agree to comply with: (1) all operational policies outlined in this guide, including the Conflict of Interest and Self-Dealing Policy, Outreach Coordination and Tracking requirements, and Sponsorship and Donation Accountability provisions; and (2) all terms in the AKEW Governance Framework (available at [akew.org/governance](http://akew.org/governance)), which is incorporated by reference into this guide and includes the Statewide Co-Chair Authority, Written Pre-Approval Requirement, Brand and Name Usage Policy, Confidentiality and Non-Disclosure, Intellectual Property Assignment, Data Handling on Termination, Anti-Disparagement, Governing Law and Dispute Resolution, Co-Chair limitation of liability, waiver of claims, indemnification, and Universal Acceptance Through Participation.

The individual further acknowledges that Pascual J Reig-Munoz and Norma M Lucero serve as Statewide Co-Chairs, that the Co-Chair designation carries no fixed term, and that neither Co-Chair bears personal legal or financial responsibility of any kind in connection with AKEW. This acknowledgment is effective for the duration of service as a City Lead and for 90 days following the conclusion of service, except for provisions that expressly survive indefinitely (including confidentiality, anti-disparagement, intellectual property assignment, waiver of claims, indemnification, and limitation

of Co-Chair liability).

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City Lead Name (Printed)

\_\_\_\_\_  
Date

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Signature