



## SPONSORSHIP POLICY

### *PURPOSE*

To establish a standardized process to promote significant and special events and to be a guide for the City in pursuit of sponsorships for public programs and events.

Community sponsorships can be an effective means of generating new revenue and building community partnerships. Private advertising and sponsors will provide an opportunity to develop partnerships with businesses and organizations that share the City's commitment to providing high quality public services, while raising revenues to support and potentially enhance the delivery of services.

### *DEFINITIONS*

**Sponsorship:** A sponsorship is any financial or in-kind support from the City (City staff time, public safety services, use of City facilities or property, permit fees, etc.) to the organizing agency that helps offset the costs of the event operations

**Sponsor:** A company, organization or individual who provides the City with financial support of an event or program that helps offset the costs of event operations

**Sponsorship Agreement:** A negotiated agreement between the City and a company, organization, or individual to pay a fee, provide services, share products or any combination thereof, including advertising and promotional opportunities between the City and a company, organization, or individual.

**Event:** a local celebration, fundraiser, athletic, cultural or educational activity that demonstrates a public benefit that meets the criteria established below.

### *ELIGIBILITY CRITERIA*

Event Types shall include the following:

- a) Events providing a benefit to Santa Clara residents
- b) Events that contribute positively to the recognition and image of the City of Santa Clara
- c) Events that are open to the general public
- d) Events and organizations that demonstrate that they can meet the necessary requirements of the Sponsorship Agreement
- e) The organization's goals must align with established Council goals



## SPONSORSHIP POLICY (cont.)

### **Restrictions:**

- a) In general, religious and political organizations are not eligible for facility or program sponsorships with the City, nor are businesses, organizations or individuals whose primary products are firearms, tobacco, alcohol, and/or any other subject matter not deemed appropriate by the City Manager.
- b) The City reserves the right to decline any sponsor or sponsorship proposal that appears to be in direct competition with City services/products.
- c) No advertising or sponsorship recognition will be allowed on City uniforms unless the clothing is designed specifically for the event or program and has a specified time frame.
- d) Other factors that might undermine the public confidence in the City's impartiality or interfere with the efficient delivery of City services or operations.
- e) In all cases, the City reserves the right to reject any and all sponsors and sponsorship proposals if the criteria as outlined is not followed or there is the existence of a potential conflict of interest or appearance of a conflict of interest.

### ***POLICY***

Sponsorship applications may be submitted to the City Manager's Office and will be evaluated on a case by case basis related to the eligibility requirements, purpose and goals of each independent event.

Sponsorship agreements projected to generate or where the level of in-kind contributions valued in excess of the City Manager's contract authority shall be brought before the City Council.

Sponsorship opportunities with nominal cost of in-kind contributions (e.g., advertising, permit fees, etc.) may be approved at the Department Head level with written notification to the City Manager.

Evaluation of sponsorship opportunities shall be fair and impartial.

Sponsorship recognition messages may identify the sponsor but should not endorse the organization's products or services.



## SPONSORSHIP POLICY (cont.)

Sponsorship Opportunities include but are not limited to:

1. **Advertising:** Advertising provides the sponsor with the opportunity to advertise through a variety of City marketing materials, including print and digital advertising.
2. **Programs:** Sponsorship of City programs provides the opportunity for the sponsor's name and logo to appear in advertising and marketing materials related to the program.
3. **Special Events:** Event sponsorship is offered through various sponsorship packages, each package benefit's varying in relation to the level of sponsorship.

### *PROCEDURE*

1. Sponsorship applications must be submitted to the City Manager's Office for review and will be evaluated on the criteria set within this policy.
2. If the City Manager determines it is not in the best interest of the City to receive the donation or gift, a letter declining the offer signed by the City Manager will be transmitted to the donor(s).
3. If necessary, Sponsorship Agreements will be brought before the City Council for approval if they exceed the City Manager's contract authority.