

## ADMINISTRATIVE POLICY 5.23

(October 2014)

### COMMUNITY SPONSORSHIP POLICY

#### **I. OVERVIEW**

The City of Novato recognizes the importance of providing support for community events that are held for the following purposes:

- Support of nonprofit organizations serving Novato residents/community;
- Cultural, athletic and educational enrichment;
- Promotion of the City of Novato

In order to expand access to a wide range of cultural experiences and diversified community connections for all its residents, the City of Novato provides limited assistance, through in-kind sponsorships, to local organizations in support of community events that are consistent with the goals and mission of the City and that serve a public purpose.

City sponsorship reflects support of specific events by an organization. Therefore, requests for funding/fee reductions must be for events operated by an organization, as opposed to a contribution to an organization's general operating expenses. The intent is that the general public will receive some intrinsic cultural, economic, educational, or entertainment value from the event.

#### **II. PURPOSE**

The purpose of this policy is to promote significant and special community events primarily benefitting residents in the City of Novato. This is not a grant program. This policy sets parameters for the approval of City sponsorships for community events conducted by local organizations.

#### **III. DEFINITIONS**

**Community Sponsorship Account** – Account established to offset the costs of providing City support for community events. The City Council determines how much to allocate to this account through the annual budget process.

**Organization** – Includes nonprofit agencies registered to do business in the State of California; educational institutions, and for purposes of this policy, are those entities which have their principal location in the County of Marin, are composed principally of Marin residents or businesses, and which exist primarily to provide services or engage in activities for the public benefit of the residents of Novato or the County of Marin.

**Event** – A local celebration, fundraiser, athletic, cultural or educational activity that demonstrates a public benefit and/or community programs held for the primary purpose of raising funds for a City of Novato or Marin County-based nonprofit (or not-for-profit)

organization and for which other intrinsic cultural, athletic, entertainment or educational value is provided for the benefit of the public.

**Sponsorship** – A sponsorship is any in-kind support from the City (City staff time, public safety services and the use of City facilities) to the organizing agency that helps offset the costs of the event operations.

#### **IV. GENERAL POLICY**

The budget for the community sponsorship program, including determination of the source of funding to offset this sponsorship program, shall be established by City Council each year during the annual budget process. Fiscal year shall begin July 1 of each year and end on June 30 the following year. Applications will be processed on a first-come, first serve basis.

Sponsorships will only be provided for events and organizations meeting the eligibility criteria stated in this policy (see Section VIII). The Parks and Recreation and Community Services Director and/or staff will review sponsorship applications and make a recommendation to the City Manager for final approval. The City Manager's Office shall be responsible for accounting for the Community Sponsorship account; and shall keep a listing of all organizations and programs receiving sponsorships through this program; and shall maintain a balance of funds available.

Special Event requirements, conditions of use for facilities and equipment, insurance and other requirements must be followed according to City policies, codes and ordinances. Failure to comply with the City permitting requirements within the time constraints will result in the organization being ineligible for future sponsorships.

#### **V. FUNDING LIMITS**

The City Council shall determine the Community Sponsorship account balance during the budget process each year. Community sponsorships may be provided to eligible organizations (see Section VIII).

In the case of partial funding for a program, costs owed to the City, other than those covered by a sponsorship per this policy, shall be paid by the sponsoring community organization and are due 30 days before the event.

#### **VI. APPLICATION REQUIREMENTS AND PROCESS**

- 1) A community sponsorship application must be submitted on the attached form indicating:
  - a. name and contact information for the event organizer(s)
  - b. the local office/headquarters of the organization
  - c. the organization's purpose/mission
  - d. the event dates, and times which include set-up and tear down times needed, a parking plan, and proposed location
  - e. expected number of participants

- f. statement that the event will be open to the general public
  - g. the purpose of the event
  - h. how the organization and proposed event benefits the Novato community and meets the criteria within this policy
  - i. an indication of what type of sponsorship is needed for the program
  - j. an outline of the event marketing plan
- 2) A financial outline showing the proposed profit or loss for the event. The financial outline must include income from all sources; and all program expenditures listed by category including but not limited to booth rentals, sound and production, facility rental, food and beverage, concessions, staff, advertising, etc. In-kind contributions and volunteer services shall be listed. The budget will be used to determine the extent to which an organization has obtained diversified funding, in-kind contributions and volunteer resources. Financial outlines that show a deficit must clearly explain how the deficit will be handled.
  - 3) Current proof of 501(c), California contribution registration number and/or other non-profit status must be provided (if applicable, as determined by the City Manager). Proof that the organization's principal location is in the County of Marin, and is composed principally of Marin residents or businesses, and exists primarily to provide services or engage in activities for the public benefit of the residents of the City of Novato or the County of Marin.
  - 4) A copy of the program's sponsorship criteria/guidelines that outlines the sponsorship categories and benefits of sponsorships at various sponsorship levels.
  - 5) The City may require additional information as necessary.

## **VII. APPLICATION REVIEW/APPROVAL**

Sponsorship applications will be accepted and reviewed on an on-going basis. The City Council allocates limited budget for this program. Approval of sponsorship is determined on a case by case basis related to the eligibility requirements, purpose and goals of each independent event.

Approval for sponsorship in one year does not imply or guarantee approval in subsequent years for an organization or an event.

Sponsorship applications will be reviewed by the Parks, Recreation and Community Services Director and/or staff and will make a recommendation to the City Manager for final approval.

Factors that will be considered include (in addition to the eligibility requirements in the policy):

1. Resources available (e.g. budget, staff, workload capacity, availability of City facilities).
2. Compatibility of the program with the mission and goals of the City of Novato.
3. Impact of the event on City facilities.
4. Risk to the City.

5. Ability of the organization to obtain liability insurance naming the City as additional insured.
6. Benefit to the community; level of cultural enrichment.
7. Enhances community unity and City values as a healthy eating, active living (HEAL) and Let's Move City.

City Manager's staff will advise the applicant's application status within 10 business days of application submittal.

## **VIII. ELIGIBILITY CRITERIA**

### **Eligible**

#### *Event types*

- Events providing a benefit to Novato residents; non-profit organizations holding fundraiser programs primarily serving City of Novato residents
- Events that contribute positively to the recognition and image of the City of Novato
- Events that are open to the general public
- Events and organizations that demonstrate that they can meet the necessary requirements of the agreement

#### *Organization types*

- Organizations and programs in good standing with the City of Novato in relation to organization's past performance
- Organizations that agree to do the following (failure to do so will result in future ineligibility):
  - a. Obtain all required permits, clearances, insurances and program authorizations within time restraints in compliance with the Code of the City of Novato, policies and Special Events Policy requirements and State and Federal Laws.
  - b. If sponsorship includes rental of a City of Novato facility, applicants must fill out rental application form and is subject to facility availability and adherence to City facility use policies.
  - c. Acknowledge the support of the City of Novato where appropriate, and to include on all printed information and advertising related to the event for which sponsorship was provided the following statement: ***"This event is sponsored in part by the City of Novato"*** or other statement approved by the City of Novato.
  - d. Allow the City of Novato to have a space at the event if the City so desires (at events where a sponsorship space is appropriate) for the purposes of distributing information regarding City services and community programs. This space shall be provided at no cost to the City.
  - e. Provide the City with whatever benefits are afforded other sponsors of similar sponsorship levels (i.e. logo display, sponsor table, advertising benefits etc.)

- f. Ensure appropriate ADA accessibility at event, and when portable toilets are required for events, must ensure that at least one ADA accessible portable is provided.
- g. City must review all materials with City logo prior to release.

**Not eligible**

1. The City will not award sponsorships to any religious church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message.
2. Political organizations and/or individual campaigns are not eligible for sponsorships for programs they conduct.
3. Organizations that discriminate on the basis of age, race, sex, sexual orientation, marital status, disability or national origin are not eligible for sponsorships for programs they conduct.
4. Individuals, or groups providing a restricted guest list, are not eligible for sponsorships.
5. For-profit organizations are not eligible for sponsorships for promotional programs for which the organization/corporation or its employees or officers will gain personal benefit (i.e. a sales promotion).