



SPONSORSHIP POLICY

PURPOSE

To establish a standardized process to promote significant and special events and programs through sponsorship opportunities to support and enhance City 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 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/Program: A local celebration, fundraiser, athletic, cultural or educational activity that demonstrates a public benefit that meets the criteria established below.

ELIGIBILITY CRITERIA

Event/Program Types shall include the following:

- a) Provide a benefit to Santa Clara residents
- b) Contribute positively to the recognition and image of the City of Santa Clara
- c) Are open to the general public
- d) Align with established Council goals
- e) Demonstrate that they can meet the necessary requirements of the Sponsorship Agreement

Restrictions:

- a) Religious and political events
- b) Businesses, organizations or individuals whose primary products are firearms, tobacco, cannabis, alcohol, and/or any other subject matter not deemed appropriate by the City Manager

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- c) The City reserves the right to decline any sponsor or sponsorship proposal that appears to be in direct competition with City services/products.
- d) 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.
- e) Other factors that might undermine the public confidence in the City's impartiality or interfere with the efficient delivery of City services or operations.
- f) 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.
- g) All naming Rights Agreements must be approved by the City Council.

POLICY

Sponsorship requests may be submitted to the City Manager's Office and will be evaluated on a case by case basis related to the eligibility criteria.

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.

PROCEDURE

1. Sponsorship requests must be submitted to the City Manager's Office for review and will be evaluated on the criteria set within this policy.
2. If necessary, Sponsorship Agreements will be brought before the City Council for approval if they exceed the City Manager's contract authority. Ceremonial Flags.
3. City Board/Commission/Committees must work through the City Staff Liaison who will coordinate with the City Manager, or designee, on all

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sponsorship opportunities.

4. Quarterly reports will be presented to the Council on all sponsorship activity.