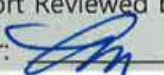


Agenda Report Reviewed by:  
City Manager: 

CITY OF SEBASTOPOL  
CITY COUNCIL  
AGENDA ITEM

**Meeting Date:** September 7, 2021  
**To:** Honorable Mayor and City Councilmembers  
**From:** Sponsorship Committee  
**Subject:** Sponsorship Policy  
**Recommendation:** Discuss and Consideration of Approval of Sponsorship Policy and application  
**Funding:** Currently Budgeted:  Yes  No  N/A

Account Code/Costs authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

**INTRODUCTION/PURPOSE:**

The item is to request Council discuss and consider for approval of sponsorship policy.

**BACKGROUND:**

There has been many situations where organizations have come to the City asking for sponsorship support spardically. This policy is 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 progams and events. Community sponsorships can be an effective means of generating new revenue and building community partnerships. It also provides 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.

**DISCUSSION:**

This policy also provides City staff the ability to exercise fair and equitable treatment of organizations seeking for City support. The following benefits of those seeking for City support would need to follow and must comply with policy:

1. Meeting community needs;
2. Protecting public interests in the short and long term;
3. Providing opportunities that are open and accessible to all citizens of Sebastopol;
4. Aligning with City strategic plans, mission, core values and priorities;
5. Demonstrating high standards of ethical and professional conduct; and
6. Demonstrating a clear understanding of respective roles and responsibilities, including costs, risks and benefits.

**GOALS:**

This action supports the following City Council Goals and General Plan Actions: Goal 1.1 Develop and Implement Sound Financial Management Policies and Procedures

**PUBLIC COMMENT:**

As of the writing of this staff report, the City has not received any public comment. However, staff anticipates receiving public comment from interested parties following the publication and distribution of this staff report. Such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of the agenda item.

**PUBLIC NOTICE:**

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date.

**FISCAL IMPACT:**

Approval of this policy would has no impact on the ear-marked for this program in the current budget of \$15,000.

**RECOMMENDATION:**

Staff recommends the City Council discuss and Consideration of Approval of Sponsorship Policy and application.

**Attachments:**

Sponsorship Policy with cover sheet

Sponsorship Application



## Grants and Sponsorships: How to Choose the Right Funding Source for Your Organization's Needs



### *What Are Grants?*

Grants are funds provided to organizations for use to start something new, to pay for important equipment or training, and/or to support the costs of specific projects or programs.

### *What is Sponsorship?*

Sponsorship is an exchange of financial or in-kind support of an event for mutual marketing which includes, but is not limited to ads, promotions, logo placements, event signage.



# City of Sebastopol

## COUNCIL POLICY

|   |         |           |             |                |
|---|---------|-----------|-------------|----------------|
| SUBJECT<br><b>COMMUNITY SPONSORSHIP</b> | RESO NO | POLICY NO | EFF<br>DATE | PAGE<br>1 of 5 |
|---|---------|-----------|-------------|----------------|

### I. OVERVIEW

The City of Sebastopol recognizes that sponsorships play an important role in supporting our community and providing support for community events that are held for the following purposes:

- Support of nonprofit organizations, service clubs, groups or organizations serving the Sebastopol community;
- Cultural, recreational and educational activities;
- Promotion of the City of Sebastopol

In order to expand access to a wide range of cultural experiences and diversified community connections for all its residents, the City of Sebastopol provides limited assistance to local organizations in support of community events that are consistent with the goals and priorities 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 recreational entertainment value from the event, while raising revenues to support and potentially enhance the delivery of services that support the vision of the City of Sebastopol with the aim of enhancing the connectivity between businesses and the greater community. Community sponsorships can be an effective means of generating new revenue and building community partnerships.

### II. PURPOSE

The purpose of this policy is to promote significant and special community events primarily benefitting the Sebastopol community. This is not a grant program. This policy sets parameters for the approval of City sponsorships for community events conducted by local organizations. City sponsorship may consist of monetary funding and/or in-kind support. Community sponsorships can be an effective means to identify the event with the City and building community partnerships while raising revenue.

### 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 institutions and service organizations registered to do business in the State of California; groups or organizations, educational institutions, and for purposes of this policy, are those entities which have their principal location in Sonoma County, and which exist primarily to provide

services or engage in activities for the public benefit of the Sebastopol community.

**Event** – A local celebration, fundraiser, cultural, recreational or educational activity that demonstrates a public benefit and/or community programs held for the primary purpose of raising funds for a City of Sebastopol or Sonoma County-based nonprofit (or not-for-profit) organization and for which other intrinsic cultural, recreational, entertainment or educational value is provided for the benefit of the public.

**Sponsorship** – A sponsorship is any monetary or in-kind support from the City (City logo, City staff time, public safety services, and the use of City facilities or property, event permit fees, etc.) 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 the City Council each year during the annual budget process. The 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). City staff will review sponsorship applications and make a recommendation to the City Council for final approval. The Administrative Services Department 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 available to the general public
  - g. the purpose of the event
  - h. how the organization and proposed event benefits the Sebastopol 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) or others, California contribution registration number and/or other non-profit status must be provided (if applicable, as determined by the City Manager or designee). Proof that the organization's principal location is in the Sonoma County and exists primarily to provide services or engage in activities for the public benefit of the Sebastopol community.
- 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 by the City department in charge of the event, program or facility/amenity. The City Council allocates and adopts a 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. Sponsorships applications shall be presented to the Administrative Services Department. If all criteria of this policy are met, the Administrative Services Department shall prepare a consent calendar agenda item for City Council consideration.

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

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 goals and priorities of the City of Sebastopol.
3. Impact of the event on City facilities.
4. Risk to the City.
5. Where applicable, ability of the organization to obtain and satisfy the City's insurance requirements including naming the City as additional insured.

6. Benefit to the community; level of cultural enrichment.
7. Enhances community unity and City values.
8. Ability to meet City of Sebastopol zero waste requirement.

## VIII. ELIGIBILITY CRITERIA

### Eligible

#### *Event types*

- Events providing a benefit to Sebastopol residents; non-profit organizations holding fundraiser programs primarily serving the Sebastopol community
- Events that contribute positively to the recognition and image of the City of Sebastopol
- Events that are available 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 Sebastopol 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 Sebastopol, policies and Special Events Policy requirements and State and Federal Laws.
  - b. If sponsorship includes rental of a City of Sebastopol facility, applicants must fill out application form and is subject to facility availability and adherence to City facility use policies.
  - c. Acknowledge the support of the City of Sebastopol 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 Sebastopol" or other statement approved by the City of Sebastopol.
  - d. Allow the City of Sebastopol 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).

ATTACHMENT:

Request for Sponsorship Application  
Insurance Requirements  
Zero Waste Event Goal Resolution



**COMMUNITY EVENT SPONSORSHIP REQUEST**

# Application



City of Sebastopol  
ADMINISTRATIVE SERVICES DEPARTMENT  
7120 Bodega Ave  
Sebastopol, CA 95472

707-823-7863  
Fax: 707-823-1135

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**FILING INSTRUCTIONS**

Please review these instructions carefully in order to completely and accurately file your application:

**1. PREPARE YOUR APPLICATION PACKET** containing the following:

- One (1) application packet, single sided, 8 ½ x 11, white paper, unbound, unstapled, unpunched. Color documents may be included if desired for clarity and detail. Application packet will contain the following:
  - Application with signature
  - Attachments as necessary for further explanation of application content, all 8 ½ x 11” or smaller in size

**2. RETURN COMPLETE APPLICATION PACKET** in a sealed envelope via mail or hand delivery to:

City of Sebastopol  
Administrative Services Department  
7120 Bodega Ave  
Sebastopol, CA 95472

**ATTN: SPONSORSHIP REQUEST**

**3. SUBMIT.** Incomplete packets will not be considered until all required information is received.

# Application

|  |
|--|
| <p><b><u>FOR CITY USE ONLY</u></b></p> <p>Date Received: _____</p> <p><input type="checkbox"/> Original Sponsorship Application</p> <p><input type="checkbox"/> Sponsorship Request Letter</p> <p><input type="checkbox"/> <b>Complete –</b></p> <p style="text-align: center;">- OR -</p> <p><input type="checkbox"/> <b>Incomplete – return to Applicant</b></p> |
|--|

## 1. GENERAL INFORMATION

Date of Request: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Organization Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Federal Taxpayer I.D. No: \_\_\_\_\_

Sebastopol Business License No. (Required for any work or service performed in city limits) \_\_\_\_\_

Non-Profit Tax Status 501(c):            Yes            No

**(verification must be attached):** Other class (specify): \_\_\_\_\_

**2. STATEMENT OF PURPOSE**

1. Description of services or event being provided to the city. (Describe the event/activity and explain the impact you believe that it will have on the Sebastopol community. Will it generate sales tax and/ or bed tax through retail sales or hotel stays? Will it educate and/or provide quality of life to Sebastopol residents/visitors?):

2. How will the city's funds be used? (*Provide specific details regarding your reason for request and how those funds will be spent. Funds are considered per line item, and appropriate information should be provided to assist the City Council's review and decision. If necessary, attach a separate sheet*):

| Item                                       | Description                                    | Amount requested |
|--|--|------------------|
| <b>Example:<br/>Apple Blossom Festival</b> | <b>Traffic control plan for street closure</b> | <b>2,000</b>     |
|  |  |                  |
|  |  |                  |
|  |  |                  |
|  |  |                  |
|  |  |                  |
|  |  |                  |

3. Total number of persons that benefit from or will attend this program or event: \_\_\_\_\_

4. Of the total number benefitting, give an estimate of the percentage (%) of Sebastopol residents that participate in said benefit:

\_\_\_\_ Resident    \_\_\_\_ Non-Resident

**3. AGENCY BUDGET**

1. Sources of Funding:

A. Sebastopol Support: List any and all funding requested from the City of Sebastopol, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding request:

| Type of Request             | FY 20-21 Requested Amount | Funds Received | FY 21-22 Requested Amount | Reason for and/or description of request |
|-----------------------------|---------------------------|----------------|---------------------------|--|
| <b>Example: Sponsorship</b> | \$1,000                   |                | \$1,500                   |  |
|                             |                           |                |                           |  |
|                             |                           |                |                           |  |
|                             |                           |                |                           |  |
|                             |                           |                |                           |  |
|                             |                           |                |                           |  |
|                             |                           |                |                           |  |

B. Community Support: List any and all funding requested from other community partners, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding requested (If necessary, attach a separate sheet.):

| Agency providing funds                   | FY 20-21 Requested Amount | Approved Amount/ Funds received | FY 21-22 Requested Amount | Description of Contribution (in-kind, sponsorship, event, grant) |
|--|---------------------------|---------------------------------|---------------------------|--|
| <b>Example: Sonoma Valley Foundation</b> | \$10,000                  | \$5,000                         | \$10,000                  | Education grant  |
|  |                           |                                 |                           |  |
|  |                           |                                 |                           |  |
|  |                           |                                 |                           |  |
|  |                           |                                 |                           |  |
|  |                           |                                 |                           |  |
|  |                           |                                 |                           |  |
|  |                           |                                 |                           |  |
|  |                           |                                 |                           |  |

2. Budget: Please provide event budget. (If necessary, attach a separate sheet.)

GRAND TOTAL OF EXPENDITURES: \$ \_\_\_\_\_

**4. SIGNATURE AUTHORIZATION**

1. Identify the principal (owner, president, or equivalent) who is ultimately responsible for the applicant's event:

NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

2. Signature of authorized official:

The undersigned does hereby confirm that the information herein is true and correct, that the applicant agency meets the criteria set forth herein, and that the applicant agency agrees to comply with all requirements.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**- END OF DOCUMENT -**