

CITY OF DESERT HOT SPRINGS EVENT SPONSORSHIP POLICY

Purpose:

The purpose of this City-Event Sponsorship Policy (“Policy”) is to encourage events, programming and services conducted by persons, organizations, entities, or corporations (collectively “Organization” or “Organizations”) for the benefit of the residents of the City of Desert Hot Springs (“City”), while ensuring that Organizations are afforded an equitable opportunity to request and obtain City sponsorship support for proposed events, programming and services.

Sponsorship Requirements & Guidelines:

All requests for City sponsorship must be submitted via written application to the City’s Community Development Department. All requests received by City staff shall be forwarded to the Community Development Director for review.

City sponsorship may consist of monetary funding and/or in-kind support. In-kind support may include, but is not limited to, donation of City goods or supplies, City staff support, and permission to use the City’s logo on marketing materials. The value, as determined by the City, of any and all requested in-kind support shall be included in the total sponsorship amount(s) for purposes of the limitations set forth in this Policy.

If the requested City sponsorship exceeds \$5,000, approval of the City’s Community & Cultural Affairs Commission (“CCAC”) and City Council is required for approval to be effective.

If the requested City sponsorship amount does not exceed \$5,000, approval of the Community Development Director or his designee is sufficient for approval to be effective.

For events which take place on an ongoing or recurring basis and which have received initial City approval, approval of the Community Development Director or his designee shall be sufficient to renew or continue the event for a further installment, provided that the request to renew or continue the event does entail significantly greater City sponsorship support, according to the Community Development Director in his or her sole discretion, from the request which received initial City approval.

The total value of sponsorship funding/support provided by the City shall not exceed \$10,000 per Organization per year.

The total value of sponsorship funding/support provided by the City shall not exceed the value of the requesting Organization’s contribution.

The total value of sponsorship funding/support may not exceed the City-approved budget.

The City shall not provide any sponsorship funding or support if doing so would cause or require the City to violate applicable law, including but not limited to the United States Constitution, the California Constitution, and the Desert Hot Springs Municipal Code.

Requesting Organizations must adhere to the City's branding and logo guidelines and must seek permission prior to using the City logo. The City shall have final approval of all materials bearing the City logo prior to distribution thereof.

Application:

In order to be eligible for consideration, all sponsorship requests must be made by completing the City's application form, as approved by the City Manager, specifying at minimum the following information:

- Name, address, phone number, and description of the requesting Organization;
- List of full legal names of all responsible individuals;
- Contact information of a representative of the requesting Organization who is prepared to meet and work with a City representative;
- Description of the event, program or service requested to be sponsored;
- Statement of how the event will benefit the Desert Hot Springs community;
- Statement of the amount (itemized where necessary) of City funding and/or in-kind support requested;
- Description of how the requested sponsorship support will complement other funding and/or support already obtained or to be obtained for successful implementation;
- Proposed event, program or service date(s), time(s) and location(s), including dates for load-in and load-out and anticipated public attendance of City residents;
- Description of how the event, program or service will be marketed, and an overview of the channels through which the City will have the opportunity to be recognized on marketing materials.

If CCAC and City Council approval will be required to approve a sponsorship request pursuant to this Policy, the completed application form must be received by the City's Community Development Department no later than 90 days prior to the earliest scheduled date of the event in order for the sponsorship request to be eligible for consideration. If CCAC and City Council approval will not be required, the completed application form must be received by the City's Community Development Department no later than 60 days prior to the earliest scheduled date of the event in order for the sponsorship request to be eligible for consideration.

Eligibility & Selection Criteria:

The City has sole discretion to determine whether an event benefits its residents and should therefore be a recipient of sponsorship funding or support under this Policy.

The City reserves the right to decline any request for City sponsorship if acceptance is deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City.

Sponsorship requests made by the following types of Organizations are favored:

- California certified tax-exempt nonprofits;
- Public agencies; and
- Established clubs, associations, groups or committees that provide services and/or programs directly to the City for the benefit of its residents.

If the requesting Organization is or claims to be a non-profit entity, the requesting Organization must submit documentation to the City sufficient to prove its non-profit status, such as Articles of Incorporation and IRS Employer Identification Numbers (in the case of a 501(c)(3) entity).

The following types of Organizations are ineligible for city sponsorship:

- Organizations that promote the sale or consumption of alcohol, tobacco products or federally illegal drugs, except for marijuana as allowed under local or State law;
- Organizations that promote gambling;
- Sexually oriented businesses, as defined or classified in Desert Hot Springs Municipal Code Chapter 17.168;
- Political parties or political advocacy groups; and
- Organizations requesting inappropriate or unlawful expenditures, as determined by the City in its sole discretion.

Events, programs and services which discriminate against any portion or segment of the citywide community are ineligible for City sponsorship.

In determining whether to approve requests for City sponsorship, the following criteria may be considered, in no particular order of importance:

- The degree of citywide value provided by the event, program or service;
- Whether the event, program or service will be open to the public, and the demonstrated commitment of the requesting Organization to ensuring ongoing public access;
- Whether the event will require entrance fees to be paid for admittance (free admission is preferred);
- Whether the requesting Organization is based in the City;
- Whether and to what extent the requesting Organization's prior relationships with the City, if any, have been successful;
- Whether the requesting Organization can provide verification of availability of sufficient facilities, funding and support, and sufficient capacity of programmatic function, for the proposed event, program or service.
- Whether the requesting Organization is a for-profit enterprise; if so, the Organization is ineligible for sponsorship unless the event, program or service for which sponsorship is requested is not for the commercial benefit of the requesting Organization, as determined by the City in its sole discretion.
- Whether the requestor's mission and goals in providing the event, service or program:

- Are compatible with the City's priorities;
- Enhance current City programs or core services.
- Demonstrated public support for the proposed event, service or program;
- Financial need of the requesting Organization and its ability to offer the event, program or service in the absence of the requested City sponsorship;
- Ability of the event, service or program to meet community needs;
- Level of contribution of the requesting Organization and its partners to the event, service or program;
- Projected timelines and cost/benefit analyses of the event, service or program;
- Impact on existing City operations, assets and resources;
- Media exposure opportunities;
- Involvement by other entities or individuals, including but not limited to partners, contractors and sponsors;
- Projected number of City residents the event, program or service accommodates;
- Other factors deemed relevant to the collaboration.

Agreement:

Upon approval of a request for sponsorship, the Organization requesting sponsorship shall enter into a written agreement with the City containing the material terms and obligations for approval by authorized representatives of the requesting Organization and the City.

The agreement should include a description of the relationship, roles and responsibilities of the City and the requesting Organization. Indemnification and insurance shall be required as part of the agreement. Sponsorship funds will not be released until proof of insurance is received by the City, nor will such funds be released until the requesting Organization has agreed in writing to adhere to all applicable laws, rules, regulations and City policies in connection with the event, program or service being sponsored.

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