

# CITY OF EL CENTRO

## POLICY STATEMENT

Policy Statement No: 601  
Category: Administrative  
Subject: Community Sponsorship

Adopted: June 3, 2009  
Revised: May 15, 2018  
Distribution: All Departments

### COMMUNITY SPONSORSHIP POLICY

#### I. OVERVIEW

The City Council recognizes the importance of providing support for community programs that are held for the general economic benefit of the City's business community; support of non-profit organizations serving El Centro's citizens; cultural, athletic and educational enrichment; and/or promotion of the City of El Centro.

In order to expand access to a wide range of cultural experiences and community connections for all its residents, the City of El Centro provides limited assistance, if the budget allows, through in-kind and cash sponsorships to local organizations in support of community programs that serve a City and public purpose.

The City intends to fund **programs** as opposed to organizations in general. Therefore, requests for funding must be for **programs** 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, educational, or entertainment value from the program.

#### II. PURPOSE

The purpose of this policy is to set parameters for the waiver of city support services and cash sponsorships for community programs conducted by local organizations seeking sponsorships that are not currently included in the City's budget.

#### III. DEFINITIONS

**Community Sponsorship Fund** – Funds set aside by City Council each year to offset the costs of providing city support for community programs.

**Organization** – Includes for-profit or not-for-profit agencies and corporations registered to do business in the State of California; educational institutions; government agencies.

**Program** – A celebration, event, 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 nonprofit organization and for which other intrinsic cultural, athletic, entertainment or educational value is provided for the benefit of the public.

**Sponsorship** – A sponsorship in cash to the organizing agency which may be used to offset the costs of program operations and/or support provided by the City of El Centro in the form of an in kind sponsorship for City services in the form of labor, equipment, rental costs and other fees that would otherwise be due to the City.

#### **IV. POLICY/PROCESS**

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. (ie: begins July 1, 2009 and ends June 30, 2010).

Cash sponsorships for eligible organizations and programs will be considered upon filing a sponsorship application with the City Manager's Office and in-kind sponsorship requests shall be filed with the Parks & Recreation Department no less than 45 days and no more than one year before the program date.

Organizations are limited to one cash sponsorship per fiscal year. Sponsorships will only be provided for services, programs, and organizations meeting the eligibility criteria stated in this policy. The City Manager's Office shall be responsible for accounting for the community sponsorship fund; shall keep a listing of all organizations and programs receiving sponsorships through this program; and shall maintain a balance of funds available. The total amount of sponsorships awarded each fiscal year shall not exceed the established budget.

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

Organizations requesting and receiving sponsorships must submit pre and post program financial affidavits. The pre-program affidavit must accompany the sponsorship application. The post-program affidavit is due to the City within 30 days after the program. Organizations who fail to submit the post-program affidavit will not be eligible for future sponsorships.

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

The City Council shall determine the Community Sponsorship Fund balance during the budget process each year. Community sponsorships may be provided to eligible organizations. The City reserves the right to sponsor programs or opt to not fund any or all sponsorship requests.

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 borne by the sponsoring community organization and are due and payable before the program begins or within 30 days of the conclusion of the program determined by the City Manager.

## **VI. APPLICATION REQUIREMENTS**

Each applicant will be required to submit:

- 1) A community sponsorship application on a form approved by the City Manager, indicating the program dates, times and location, the local office/headquarters of the organization, the organization's purpose/mission, the purpose of the program, expected number of participants, statement that an admission fee (gate, parking, ticket or otherwise) will not be charged and that the program will be open to the general public, and how the organization and proposed program will benefit residents of El Centro.
  
- 2) A financial affidavit showing the proposed profit or loss for the program on a form approved by the City Manager. The financial affidavit 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 affidavits that show a deficit must clearly explain how the deficit will be handled.
  
- 3) Current proof of 501(c)(3), California contribution registration number and/or other non-profit status must be provided (if applicable determined by the City).
  
- 4) A copy of the program's sponsorship criteria/guidelines that outlines the program's sponsorship categories and benefits of sponsorships at various sponsorship levels. Incomplete applications will be returned to the applicant and will not be processed.
  
- 5) The City may request additional information as necessary.

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

1. Cash sponsorship applications will be processed on a quarterly basis.
2. Cash sponsorship applications shall first be reviewed for eligibility and financial impact by the City Manager or designee.
3. Before the cash sponsorship application is submitted to the City Council and after review by the City Manager or designee, the application shall be routed to the Mayor. The Mayor shall provide his or her recommendation.
4. The application, along with the City Manager's comments and the Mayor's recommendation, shall then be submitted to the City Council for action. The City Manager's Office will advise the organizer when the request will go before the City Council for approval. Cash donation sponsorship shall be approved by the City Council.

The organizer should be present at the City Council meeting to respond to questions.

In-kind sponsorship applications will be reviewed and approved by the Parks & Recreation Director or designee of the City Manager. Organizations can apply for more than one in-kind

sponsorship which will be evaluated and approved if the resources are available.

## VIII. ELIGIBILITY CRITERIA

1. The City will not award sponsorships to any religion, 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 as the primary purpose.
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 are not eligible for sponsorships. 5. For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization with the post-program financial affidavit.
6. 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).
7. All programs must provide a benefit to El Centro citizens or those living in the El Centro sphere of influence; and the organizations holding these fundraiser programs must primarily serve El Centro residents or those living in the El Centro sphere of influence.
8. Programs must be open to the public and free of charge, except programs may charge participant fees, but not admission fees (gate, parking, ticket or otherwise).
9. The sponsoring organization must also 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 El Centro, policies and Special Events Policy requirements.
  - b. Acknowledge the support of the City of El Centro where appropriate, and to include on all printed information and advertising related to the event for which sponsorship was provided the following statement: ***“This program/event is sponsored in part by the City of El Centro”*** or other statement approved by the City of El Centro.
  - c. Allow the City of El Centro to have a sponsor booth at the program/event if the City so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding City services and community programs. This booth shall be provided at no cost to the City.
  - d. Sponsorship recipients must agree to erect a banner (if appropriate) recognizing the City of El Centro’s support of the program. This banner shall be erected at the facility for

the duration of the program. The verbiage of the banner shall be determined by the City of El Centro and be provided by the City of El Centro.

e. Provide the City with whatever benefits are afforded other sponsors of similar sponsorship levels (i.e. logo display, sponsor table, advertising benefits etc.).