



City of Galt Special Event Sponsorship Policy

I. Purpose of the Special Event Sponsorship Policy

The purpose of this sponsorship policy is to set forth guidelines and criteria governing the granting of City of Galt funds or in-kind services for supporting local festivals, special events, community projects or programs. Although the City makes a concerted attempt to limit the amount of General Fund monies expended toward such sponsorship activity, the City recognizes that sponsorships play an important role in supporting our community, as well as to promote the tourism and economic development efforts of the City. The City Special Event Sponsorship Policy does not apply to sponsorship activities *initiated* by the City for strategic marketing purposes to promote business attraction, expansion, and retention.

II. Goals and Objectives

The budget for the Special Event 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. (i.e.: begins July 1, 2017 and ends June 30, 2018).

Sponsorship of funds or in-kind services (including, but not limited to contributions of staff, equipment or other services, booth participation or promotional items) will be considered for special events, community projects or programs designed to accomplish one or more of the following goals and objectives:

- *Promote the City of Galt as a desirable place to live, visit and do business.*
- *Promote the City of Galt as a visitor destination and/or bring tourism-associated revenue to the City.*
- *Enhance the quality of life and well-being of the citizenry.*
- *Advance the City's commitment to and pride in being a multicultural community.*
- *Encourage the development of neighborhood identity and pride.*
- *Promote cultural and artistic awareness among the citizenry.*
- *Aligns with the City of Galt's Mission Statement and/or Strategic plan.*

The granting of City funds or in-kind support is evaluated according to the effectiveness and impact of the particular special event, community project or program has on the community-at-large. Special attention is paid to sponsorships that promote the attractiveness of the City as a place to visit and/or live, celebrate the heritage of the City and its communities, and/or enrich the character and quality of life of its citizens.

III. General Requirements, Eligibility Criteria and Conditions

Due to limited resources, not all special event sponsorship requests may be funded, in whole or in part. The number of special events the City sponsors, if any, may vary annually. The City will evaluate each request based upon available funds, satisfaction of eligibility criteria, and compliance with the application requirements set forth below.

The applicant for sponsorship of funds or in-kind services for special events, community projects or programs must meet all of the following requirements, eligibility criteria, and conditions:

1. Applications will be accepted at the City Clerk's Department from the 1st (first) Monday of February starting at 8:00 a.m. through the 3rd (third) Thursday of March up to 5:00 p.m. for consideration of the upcoming fiscal year. No applications will be considered for the upcoming fiscal year, if received on or after 5:01 p.m. on the 3rd (third) Thursday of March.
2. Applicants shall use the City's special event sponsorship form. Incomplete applications will not be accepted, The City may require additional information as necessary to evaluate compliance with this Policy.
3. The applicant must be a registered local nonprofit corporation or local 501(c) organization with tax-exempt status or another government agency such as county, local school district, state or federal agency.
4. The special event, community project or program supports the City's goals and objectives set forth in Section II of this Policy.
5. Sponsorship request not to exceed \$5,000 per event, unless the City Council approves a higher sponsorship amount when it sets the entire budget for the Special Event Sponsorship Program.
6. Event and promotion must take place within the City of Galt limits. Some limited exceptions will be made. *Reason(s) for not holding the proposed event or promotion in the City of Galt must be stated on the application. Exemption from this requirement will be provided on a case-by-case basis and will favor activity promoting the City of Galt as a desirable place to live, visit and do business in.*
7. The recipient of sponsorship funds or in-kind services shall provide the City and/or Departments (as applicable) recognition as a sponsor in exchange for the funds or in-kind services in a method consistent with other sponsors. In no event shall the recognition for the City's funds or in-kind services be less than that provided to other sponsors who have contributed the same total financial or in-kind support.
8. The nonprofit must be ready, willing and able to enter a contractual agreement for sponsorship with the City and provide a certificate of liability insurance or proof of self-insurance, if applicable.
9. The nonprofit must comply with the City's Special Events Ordinance (Galt Municipal Code, Chapter 9.38), if applicable, wherein standards and procedures for the issuance of special event permits are set forth.

10. The purpose of the special event, community project, or program is not organized around political or religious themes, but serves as a benefit to the City of Galt community as a whole.
11. The nonprofit corporation will not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition, marital status, sex, or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act.
12. Sponsorship approvals are made on an annual basis and shall be considered as one-time approvals. Approval for sponsorship in one year does not imply or guarantee that the City will approve sponsorship for the same event or organization in subsequent years.
13. Each local nonprofit must submit its final operations budget to the City Clerk's Department no later than thirty calendar days after its scheduled event to be reviewed by City Council.
14. Any applicant found guilty of violating, misleading, neglecting or refusing to comply with the City's sponsorship guidelines shall be disqualified from submitting any future requests.
15. All sponsorship funds must go toward the event itself and must not be used to pay incentives for fund-raising efforts by staff, volunteers or other parties.
16. All the requirements under this program have been followed.

IV. Application Review

The City Manager or his /her designee to ensure completeness of the application will review sponsorship applications initially. The City Manager will further make recommendations to the City Council for final approval by the City Council.