



CITY MANAGER'S OFFICE

CITY HALL
10300 TORRE AVENUE • CUPERTINO, CA 95014-3255
TELEPHONE: (408) 777-3212
CUPERTINO.GOV

CITY COUNCIL STAFF REPORT

Date: July 21, 2026

Subject

Amendments to the City's Naming, Donation, and Sponsorship Policies

Recommended Action

Adopt the following resolutions:

1. Resolution No. 26 - ___ Rescinding Resolution No. 17-103 and Adopting an Amended Naming of City Facilities Policy;
2. Resolution No. 26 - ___ Rescinding Resolution No. 17-102 and Adopting an Amended Policy for Accepting Donations;
3. Resolution No. 26 - ___ Rescinding Resolution No. 18-101 and Adopting an Amended Policy for Accepting Sponsorships.

Background

The City Council requested a review of the approval process for any entity to place a logo, name, or brand, on any City property as part of the Future Agenda Items/TBD List. Staff reviewed the Naming of City Facilities, Donation, and Sponsorship policies to evaluate how each policy addresses recognition and to identify opportunities to improve clarity, consistency, and coordination among them. Currently, these policies address different forms of recognition but do not consistently provide guidance regarding logos, trademarks, branding, sponsorship recognition, and naming rights on City property.

Reasons for Recommendation and Available Options

Staff reviewed each policy to clarify its distinct purpose and role in the City's recognition framework. The proposed amendments are described below:

Policy on Naming, Logos, and Branding of City Facilities Policy (Attachments A-C)

This policy governs the naming of City facilities and assets. Staff recommends amending the Naming of City Facilities Policy to clarify its purpose as the policy for all forms of permanent recognition on City-owned property. The proposed amendments also expand the definition of naming and recognition to include logos, trademarks, colors, insignia, symbols, or any other branding that identifies or is associated with an individual, organization, business, or other entity. The proposed amendments also clarify that requests involving donor recognition,

sponsorship recognition, commemorative recognition, or other forms of acknowledgment will be subject to the City's Donation Policy, and/or Sponsorship Policy. Any request for permanent recognition would require review and approval by the City Council pursuant to the Naming Policy.

Donation Policy (Attachments D-F)

The Donation Policy governs the City's acceptance of gifts, property, and financial contributions that do not provide benefits or consideration in return to the donor. This policy does contain provisions regarding donor recognition. Staff proposes amending the guidelines for donor recognition to clarify that acceptance of a donation does not create any entitlement to naming rights, branding, logo placement, sponsorship benefits, advertising, or other forms of recognition. The amendments further establish that while the City Council may continue to recognize donations through commemorative plaques, any request for permanent recognition beyond a plaque will be governed by the Naming of City Facilities Policy as applicable.

Sponsorship Policy (Attachments G-I)

The Sponsorship Policy governs situations where benefits are provided to a sponsor in exchange for financial or in-kind support to the City. Staff recommends amending this policy to clarify the distinction between temporary sponsorship recognition and permanent recognition on City property. The existing policy allows sponsorship benefits to include recognition through a sponsor's name or logo on City property, printed materials, or public acknowledgements for a specified period of time. Staff proposes adding language to clarify that any sponsorship recognition extending beyond the duration of the sponsored event, program, or activity must comply with the City's Naming, Logo, and Branding Policy. This amendment preserves the intent of the Sponsorship Policy by continuing to allow temporary sponsorship recognition while establishing a clear process for evaluating requests involving permanent logos, branding, naming rights, or other enduring forms of recognition on City-owned assets.

Commemorative Bench Dedication Policy (Attachment J)

The City currently also maintains a Commemorative Bench Dedication Policy which governs the City's memorial bench program and establishes standards for commemorative recognition through benches and plaques. This policy was created in 2023 at the request of the City Council because the Donation and Naming Policies did not include specific guidelines for commemorative benches. This policy is attached as Attachment J for reference.

In summary, the recommended changes to the three policies are as follows:

Policy	Purpose	Proposed Changes
Donation Policy	Governs the acceptance of monetary and non-monetary gifts, property, and contributions to the City	Clarifies that donations do not create naming, branding, logo placement, sponsorship, or other recognition rights unless expressly authorized in the policy.

	without any expectation of benefits in return	Directs all other recognition requests to the Naming, Logo, and Branding Policy.
Sponsorship Policy	Governs arrangements where financial or in-kind support is provided in exchange for recognition or other benefits from the City.	Clarified that sponsorship recognition is generally associated with the duration of a specific event, program, or activity. Adding clarity that permanent recognition is subject to the Naming, Logo, and Branding Policy.
Naming, Logo, and Branding Policy	Governs permanent names, logos, branding, trademarks, and other identifying features associated with City-owned facilities, structures, equipment, furnishings, and public assets.	Expanded the policy beyond facility naming to include logos, trademarks, branding, symbols, and other identifying features. Added cross-references to the Donation and Sponsorship policies.

Conclusion and Next Steps

The proposed policy amendments aim to establish a clearer and more coordinated framework for recognition on City property while preserving the distinct purpose of each policy. The amendments clarify how the City evaluates donor recognition, sponsorship recognition, naming rights, logos, branding, and other identifying features, while establishing clearer policy boundaries and cross-references between related policies. These changes will improve consistency in policy administration, provide greater transparency to applicants and the public, and help ensure recognition requests are reviewed consistently with City Council policy.

If the proposed amendments are not adopted, the existing policies will remain in effect. The proposed clarifications and cross-references would not be incorporated into the City's recognition-related policies.

Sustainability Impact

No sustainability impact.

Fiscal Impact

No fiscal impact.

City Work Program (CWP) Item/Description

None

Council Goal:

Public Engagement and Transparency

California Environmental Quality Act

No California Environmental Quality Act impact.

Prepared by: Astrid Robles, Assistant to the City Manager

Reviewed by: Kirsten Squarcia, Deputy City Manager

Floy Andrews, Interim City Attorney

Approved for Submission by: Tina Kapoor, City Manager

Attachments:

A – Draft Resolution for Naming, Logos, and Branding for City Facilities Policy

B – Draft Policy on Naming, Logos, and Branding for City Facilities – Redline

C – Draft Policy on Naming, Logos, and Branding for City Facilities (Exhibit A) – Clean

D – Draft Resolution for Donations Policy

E – Draft Donation Policy – Redline

F – Draft Donation Policy (Exhibit A) – Clean

G – Draft Resolution for Sponsorship Policy

H – Draft Sponsorship Policy – Redline

I – Draft Sponsorship Policy (Exhibit A) – Clean

J – 2023 Commemorative Bench Dedication Policy