

CC - 07-21-2026

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Naming,
Sponsorships, and
Donation Policies

Presentation

Amendments to Naming, Donation & Sponsorship Policies

City Council Meeting July 21, 2026



CUPERTINO

Background

- The City Council requested a review of the process for placing any logo, name, or brand on City property.
- Staff reviewed the Naming, Donation, and Sponsorship policies and has made recommendations to streamline existing policies.

Naming, Logo & Branding Policy

Purpose

Governs all forms of permanent naming and branding of City-owned facilities, structures, equipment, furnishings, and public assets.

Proposed Changes

- Renamed from “Naming of City Facilities Policy” to “Naming, Logo, and Branding”
- Adds cross-references to the Donation and Sponsorship policies to better align.
- Any request for permanent recognition requires City Council review and approval.

Donation Policy

Purpose

Governs acceptance of monetary and non-monetary gifts, property, and contributions to the City with no expectation of benefits in return.

Proposed Changes

- Clarifies that donation does not create naming, branding, logo placement, or sponsorship rights unless authorized.
- Any recognition not covered by the Donation Policy will be governed by the Naming, Logo & Branding Policy.

Sponsorship Policy

Purpose

Governs arrangements where financial or in-kind support is provided in exchange for recognition or other benefits from the City.

Proposed Changes

- Clarifies that sponsorship recognition is tied to the duration of a specific event, program, or activity.
- Recognition extending beyond that duration must comply with the Naming, Logo & Branding Policy.



Recommended Action

Adopt the following draft resolutions:

1. Resolution No. 26-088 Amending the Naming of City Facilities Policy
2. Resolution No. 26-089 Amending the Policy for Accepting Donations
3. Resolution No. 26-090 Amending the Policy for Accepting Sponsorships

Questions?



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