

RESOLUTION NO. ____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CUPERTINO
ESTABLISHING A POLICY FOR ACCEPTING SPONSORSHIPS**

WHEREAS, the City of Cupertino is empowered by state law to accept or reject any donation, gift, bequest, or devise made to or for the City, consistent with California Government Code section 37354; and

WHEREAS, the purpose of the sponsorship policy is to lessen the impacts on the City funds for community events, provide opportunities for new revenue streams to support and enhance services and programs, and to establish new partnerships with local businesses and organizations; and

WHEREAS, on October 16, 2018, the Cupertino City Council adopted Resolution No. 18-101, establishing the City's Sponsorship Policy.

WHEREAS, the City wishes to amend the Sponsorship Policy to clarify that provisions on naming and recognition are subject to the Naming, Logo, and Branding Policy.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Cupertino does hereby:

1. Rescind Resolution No. 18-101;
2. Adopt and approve the Sponsorship Policy attached as Exhibit A.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Cupertino this 21st day of July, 2026, by the following vote:

<u>Vote</u>	<u>Members of the City Council</u>
-------------	------------------------------------

AYES:

NOES:

ABSENT:

ABSTAIN:

SIGNED: Kitty Moore, Mayor City of Cupertino	 Date
ATTEST: Lauren Sapudar, City Clerk	 Date

