



OFFICE OF THE CITY MANAGER

CITY HALL

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CITY COUNCIL STAFF REPORT

Meeting: October 16, 2018

Subject

Consider adopting the resolution establishing a policy for accepting sponsorships.

Recommended Action

Adopt Resolution No. 18-____ establishing a policy for accepting sponsorships (Attachment A).

Background

The City has been approached by individuals, organizations, and companies interested in sponsoring City events and services. Currently, there are no formal guidelines for City staff to follow when handling these requests.

Discussion

Sponsorship arrangements enhance events that include new and innovative ideas making them more successful and better attended. They also add value to programs and events by bringing partners to the table to provide funding and volunteer support. In addition, these arrangements can provide promotional opportunities for local businesses that strengthen relationships with the City while supporting a vibrant business community. The Sponsorship Policy will provide the framework to move forward with these potential relationships.

Staff drafted the policy after reviewing example policies from other cities and in consultation with the City Attorney's Office. Consistent with the existing Donation Policy, it is proposed that the authority to approve and execute agreements up to \$25,000 would be delegated to the City Manager while department heads will be authorized for up to \$10,000. Guidelines outlined in the policy will ensure that sponsorship agreements are considered in a fair and impartial manner while also maintaining the City's mission, values, and policies.

For these reasons, staff recommends that Council approve the draft resolution to establish the Sponsorship Policy.

Sustainability Impact

None anticipated.

Fiscal Impact

Sponsorships would allow for additional funding and resources for the City to utilize to enhance services and events.

Prepared by: Katy Nomura, Senior Management Analyst

Reviewed by: Jacqueline Guzman, Deputy City Manager; Jeff Milkes, Director of Recreation and Community Services

Approved for Submission by: Amy Chan, Acting City Manager

Attachments:

A – Draft Resolution: Sponsorship Policy

B – Sample Sponsorship Application Template