

COMMUNITY SPONSORSHIP POLICY

OVERVIEW:

The City of Marysville recognizes the importance of providing support for community programs or events that are held for the following purposes:

- Support of non-profit organizations serving Marysville residents/community;
- Cultural, athletic and educational enrichment;
- Promotion of the City of Marysville

The City of Marysville provides limited assistance, through in-kind sponsorships or monetary funding, to local organizations in support of community programs or events that are consistent with the goals and mission of the City and that serve a public purpose.

City sponsorship reflects support of specific programs or events by an organization. The intent is that the public will receive some intrinsic cultural, economic, educational, or entertainment value from the event.

City Council shall allow the budgeted amount for Community Sponsorships to reach as many Non-Governmental Organizations as possible with a maximum funding request of \$1,500. The amount disbursed to the requesting organization will be determined by Council (amount disbursed could be less than the requested amount).

PURPOSE:

- To establish guidelines for City sponsorship of community programs or events conducted by local organizations
- To establish uniform procedures and criteria; and
- To identify coordination responsibility

GENERAL POLICY:

The budget for the Community 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. Applications will be reviewed by the City Council as part of the annual budget adoption process and on a trimester basis.

Sponsorships will only be provided for programs or events for organizations meeting the eligibility criteria stated in this policy. The City Manager's Office will review sponsorship applications for completeness and eligibility and submit to the City Council for final approval per the Approval Process noted below. The City Manager's Office shall be responsible for accounting for the Community Sponsorship account; shall keep a listing of all organizations and programs receiving sponsorships; and shall maintain a balance of funds available.

All project requirements, conditions of use for facilities and equipment, insurance and other requirements shall be followed according to City policies, codes and ordinances.

The Community Sponsorship policy does not preclude individual departments supporting programs or events and organizations directly in support of their missions directly through their individual budgets.

APPLICATION REQUIREMENTS AND PROCESS:

- A community sponsorship application must be submitted on the attached form indicating:
 - Name and contact information for the event organizer(s)
 - The local office/headquarters of the organization
 - Organization's purpose/mission
 - Event date(s), and time(s)
 - Expected number of participants
 - Statement that the event will be open to the general public
 - Purpose of the program or event
 - How the organization and proposed event benefits the residents of Marysville and meets the criteria within this policy
 - Indication of what type of sponsorship is needed for the program or event
 - Outline of the program or event marketing plan

- Applications shall be submitted to the Office of the City Manager by March 31st of every year in order to be considered by Council during the annual budget adoption process.

APPLICATION REVIEW/APPROVAL:

Sponsorship applications will be accepted and reviewed annually as part of the Budget Adoption Process. The City Council allocates a limited budget for the program. Approval of sponsorship is determined on a case-by-case basis related to the eligibility requirements, purpose and goals of each independent event or program.

Approval for sponsorship in one year does not imply or guarantee approval in subsequent years for an organization or an event.

Factors that will be considered during the approval process include:

1. Resources available (e.g. budget, staff, workload capacity, etc.)
2. Compatibility of the program with the mission and goals of the City of Marysville
3. Impact of the event on City facilities
4. Risk to the City
5. Ability of the organization to obtain liability insurance naming the City as additional insured
6. Benefit to the community

Approval Process:

The City Manager's office will send out notifications to interested organizations annually in February and March that applications will be accepted for funding consideration as part of the annual budget process for the next fiscal year (July 1st through June 30th of every year). The application due date will be March 31st. The applications will be reviewed by staff for completeness and eligibility.

- All Sponsorship requests, including in-kind donations, will be approved by the City Council at a public meeting

The City Council will adopt a resolution authorizing the approved allocations separately from the annual budget adoption resolution.

The City Manager's Office will advise the applicant of their application status within twenty (20) business days of the City Council's allocation decisions.

ELIGIBILITY CRITERIA:

Organization Types

- Organizations and programs in good standing with the City of Marysville in relation to organization's past performance
- Organizations that agree to do the following:
 - a. Obtain all required permits, clearances, insurances, and program authorizations.
 - b. Acknowledge the support of the City of Marysville where appropriate, and to include on all printed information and advertising related to the event.
 - c. Allow the City of Marysville to have a space at the event if the City so desires for the purposes of distributing information regarding City services and community programs. This space shall be provided at no cost to the City.
 - d. Provide the City with whatever benefits that are afforded to other sponsors of similar sponsorship levels.
 - e. Ensure appropriate ADA accessibility at event.
 - f. City must review all materials with City logo prior to release.

Not eligible

- The City will not award sponsorships to any religious church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the purpose of the event shall not serve to promote a religious message.
- City Sponsorship shall be consistent with the restrictions of State and federal law.
- Political organizations and/or individual campaigns.
- Organizations that discriminate on the basis of age, race, sex, sexual orientation, marital status, disability, or national origin.
- For-profit organizations for which the organization/corporation or its employees or officers will gain personal benefit.

'IN-KIND' CONTRIBUTIONS:

Requests for non-monetary contributions, such as the use of City equipment, facilities or personnel shall be accounted for as part of this process, as it impacts City finances the same as cash donations.

If In-Kind contributions are approved by Council as part of the budget process, Departments will be able to submit their personnel overtime costs to the sponsorship account for reimbursement.