

CITY OF EL CENTRO

POLICY STATEMENT

Policy Statement No: 601
Category: Administrative
Subject: Community Sponsorship

Adopted: June 3, 2009
Revised: July 21, 2020
Distribution: All Departments

COMMUNITY SPONSORSHIP POLICY

I. OVERVIEW

The City Council recognizes the importance of providing support for El Centro-based community programs that are held for the general economic benefit of the City's business community; support of non-profit organizations serving El Centro's citizens; cultural, athletic and educational enrichment; and/or promotion of the City of El Centro.

In order to expand access to a wide range of cultural experiences and community connections for all its residents, the City of El Centro provides limited assistance, if the budget allows, through in-kind and cash sponsorships to local organizations in support of community programs that serve the City and public purpose.

The City intends to fund programs as opposed to organizations in general. Therefore, requests for funding must be for programs operated by a qualified organization as opposed to a contribution to an organization's general operating expenses. The intent is that the general public within the City of El Centro will receive substantive cultural, educational, or entertainment value from the program.

II. PURPOSE

The purpose of this policy is to set the requirements and priorities for the full or partial waiver of the costs of City support and/or cash sponsorships for community programs conducted by qualified El Centro-based organizations seeking sponsorships that are not currently included in the City's budget.

III. DEFINITIONS

City Manager – The El Centro City Manager or his/her designee

Community Sponsorship Fund – Funds set aside by City Council each year to offset the costs of providing City support for community programs.

Qualified Organization – Includes not-for-profit agencies and corporations with a current (501)(c)(3) designation, registered to do business in the State of California with an El Centro business license; educational institutions; and government agencies.

Program – A community celebration, event, fundraiser, athletic, cultural or educational program or activity held by a qualified organization that substantially benefits the public and specifically El Centro residents. Such program also may be held for the primary purpose of raising funds for

the qualified organization as long as the public benefit goal also is met. .

Sponsorship – A sponsorship in cash to the qualified organization which only may be used to offset the costs of program or an in-kind sponsorship for the full or partial waiver of City costs for labor, equipment, rental costs and other fees or charges that would otherwise be due to the City.

IV. POLICY/PROCESS

The budget for the community sponsorship program, including determination of the source of funding to offset this 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.

Cash sponsorships for qualified organizations and programs will be considered only when such organization files a community sponsorship application with the City Manager’s Office. In-kind sponsorship requests shall be filed with the Parks & Recreation Division no less than 45 days and no more than one year before the program date.

Qualified organizations are limited to one cash or in-kind sponsorship per fiscal year. Sponsorships will only be provided for services, programs, and organizations meeting the eligibility criteria stated in this policy and if funding is available. The sponsorship will be considered on a first come first serve basis. The City Manager’s Office shall be responsible for accounting for the community sponsorship fund; shall keep a listing of all organizations and programs receiving sponsorships through this program; and shall maintain a balance of funds available. The total amount of sponsorships awarded each fiscal year shall not exceed the established budget.

All applicable Special Event requirements (such as temporary use permits) and all other requirements must be followed according to State law and City ordinances and policies. **Failure to comply with the City permitting requirements within the time restraints will result in the organization being ineligible for future sponsorships.**

Organizations receiving sponsorships must submit pre and post program financial affidavits. The pre-program affidavit must accompany the sponsorship application. The post- program affidavit is due to the City within 30 days after the program. Organizations who fail to submit the post-program affidavit will not be eligible for future sponsorships.

V. FUNDING LIMITS

The City Council may determine the Community Sponsorship Fund balance during the budget process each year. Community sponsorships may be provided to eligible qualified organizations. The City reserves the right to sponsor programs or opt to not fund any or all sponsorship requests and prioritize those organizations within the City of El Centro.

In the case of partial funding for a program, costs owed to the City, other than those covered by a sponsorship per this policy, shall be borne by the sponsoring community organization and are due and payable before the program begins or within 30 calendar days of the conclusion of the program.

VI. APPLICATION REQUIREMENTS

Each applicant is required to submit the following. Incomplete applications will be returned to the applicant and will not be processed.

- 1) A community sponsorship application on a form approved by the City Manager, indicating the program dates, times and location, the local office/headquarters of the organization, the organization's purpose/mission, the purpose of the program, expected number of participants, statement that an admission fee (gate, parking, ticket or otherwise) will not be charged and that the program will be open to the general public, and how the organization and proposed program will benefit residents of El Centro.
- 2) A financial budget showing the proposed profit or loss for the program on a form provided by the City. The budget must include income from all sources; and all program expenditures listed by category including but not limited to booth rentals, sound and production, facility rental, food and beverage, concessions, staff, advertising, etc. In-kind contributions and volunteer services also shall be listed. The budget will be used to determine the extent to which an organization has obtained diversified funding, in-kind contributions and volunteer resources. Financial affidavits that show a deficit must clearly explain how the deficit will be handled.
- 3) As applicable. current proof of federal 501(c)(3) non-profit status and California non-profit status; for corporations, a confirmation of good standing with the Secretary of State; additional corporate documents may be requested.
- 4) A copy of valid and current City of El Centro Business License; any organization seeking funding must have a business license.
- 5) A copy of the program's sponsorship criteria/guidelines that outlines the program's sponsorship categories and benefits of sponsorships at various sponsorship levels.
- 6) The City may request additional information as necessary.

VII. APPLICATION REVIEW/APPROVAL

Cash Sponsorships

1. Cash sponsorship applications will be processed on a monthly basis as long as the application is complete.
2. Cash sponsorship applications shall first be reviewed for eligibility and financial impact by the City Manager.
3. Before the cash sponsorship application is submitted to the City Council and after review by the City Manager, the application shall be routed to the Mayor and/or Mayor Pro-Tem. The Mayor and/or Mayor Pro-Tem shall provide a recommendation.
4. The application, along with the City Manager's comments and the Mayor's

/Mayor Pro-Tem recommendation, shall then be submitted to the City Council for action. The City Manager's Office will advise the organizer when the request will go before the City Council for consideration. Cash sponsorships shall be approved by the City Council.

5. The organizer should be present at the City Council meeting to respond to questions and may make a presentation, if requested.

In-kind Sponsorships

In-kind sponsorship applications will be reviewed and approved by the according to policy statement # 601. Community Services Director as the designee of the City Manager. Organizations may apply for more than one in-kind sponsorship which will be evaluated and may be approved if the resources are available.

VIII. ELIGIBILITY CRITERIA

1. The City will not award cash sponsorships to any religion, church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message as the primary purpose.
2. Political organizations and/or individual campaigns are not eligible for sponsorships for programs they conduct.
3. Organizations that discriminate on the basis of age, race, sex, sexual orientation, marital status, disability or national origin or any other prohibited category are not eligible for sponsorships for programs they conduct.
4. Individuals are not eligible for sponsorships.
5. No funds will be provided to an organization which has an open/pending code enforcement case and is not compliant with local city codes.
6. For-profit organizations holding fundraiser programs must identify a 501(c)(3) or California not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization with the post-program financial affidavit.
7. For-profit organizations are not eligible for sponsorships for promotional programs for which the organization/corporation or its employees or officers will gain personal benefit (i.e. a sales promotion).
8. All programs must provide a benefit to El Centro residents,
9. Programs must be open to the public and free of charge, except programs may charge participant fees, but not admission fees (gate, parking, ticket or otherwise).
10. The sponsoring organization must also agree to do the following; failure to do so will result in future ineligibility):

- a. Obtain all required permits, clearances, insurances and program authorizations within the applicable time frames in compliance with the Code of the City of El Centro, policies and Special Events Policy requirements.
- b. Acknowledge the support of the City of El Centro by including on all printed information and advertising related to the event for which sponsorship was provided the following statement: ***“This program/event is sponsored in part by the City of El Centro”*** or other statement approved by the City of El Centro.
- c. Allow the City of El Centro to have a sponsor booth at the program/event if the City so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding City services and community programs. This booth shall be provided at no cost to the City although the City will provide staffing and materials..
- d. Sponsorship recipients will erect a banner (if appropriate) recognizing the City of El Centro’s support of the program. This banner shall be erected at the facility for the duration of the program. The verbiage of the banner shall be determined by the City of El Centro and be provided by the City of El Centro. No sign permit is required for the banner.
- e. Provide the City with all other benefits are afforded other sponsors of similar sponsorship levels (i.e. logo display, sponsor table, advertising benefits etc.).



**CITY OF EL CENTRO
COMMUNITY SPONSORSHIP PROGRAM
APPLICATION**

APPLICANT INFORMATION:

(Applicant is the contact person for City officials and must be at least 18 years of age.)

Organization Name: _____

Non-Profit ID # / 501(C) 3 #: _____

Contact Person: _____

Address: _____
(Street Number) (Street Name) (City) (State) (Zip Code)

Phone: _____ **Cell / Pager:** _____

E-mail: _____

Amount Requesting From Community Sponsorship Fund: _____ \$

TYPE OF EVENT:

(check one)

- Promotional Event
 Cultural Event
 Athletic Event

- Educational Event
 Entertainment Event
 Other _____

EVENT INFORMATION:

Event Name: _____

Event Date: _____ **Time of event:** _____ (Begin) _____ (End)

Event Address: _____
(Location Name) (Street Number) (Street Name) (City)

EVENT DESCRIPTION:

Purpose: _____

Activities Planned: _____

Amount of People Expected: _____

Other Information: _____

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Applicant's signature: _____ Date: _____



**CITY OF EL CENTRO
COMMUNITY SPONSORSHIP PROGRAM
APPLICATION CHECK LIST**

DOCUMENTS THAT MUST BE INCLUDED WITH APPLICATION:

- Pre-Program Financial Affidavit**
(Indicating proposed profit or loss, income from all sources, all expenditures, in-kind contributions, all sponsorship contributions, volunteers etc...) (See attached sample/draft)
- Statement from Authorizing Agent**
(Indicating that admission to the event is free and open to the public, and explaining how the program will benefit El Centro residents.)
- Current Proof of 501(C) 3**
(Or proof that a 501(C) 3 organization is a recipient of the program proceeds.)
- Program Sponsorship Package or Statement**
(Indicating the City of El Centro's sponsorship benefits.)
- Organization's Mission Statement**
(Purpose and goals of the organization.)

DOCUMENTS THAT MUST BE SUBMITTED AT LEAST 45 DAYS BEFORE THE PROGRAM:

- Proof of all Permits, Clearances, Insurances, and Program Authorizations**
(Within time restraints in compliance with the Code of the City of El Centro, policies and Special Event Policy requirements.)

DOCUMENTS THAT MUST BE SUBMITTED WITHIN 30 DAYS AFTER THE PROGRAM:

- Post Program Financial Affidavit**
(Indicating actual profit or loss, income from all sources, all expenditures, In-Kinds contributions, all sponsorship contributions, volunteers etc...)

**FOR CITY OF EL CENTRO
OFFICIAL USE ONLY**



**COMMUNITY SPONSORSHIP PROGRAM
APPLICATION REVIEW FORM**

Program Name: _____

Program Date: _____ **City Manager's Review Date:** _____

DOCUMENTS SUBMITTED:

Documents that must be included with application:

- Pre-Program Financial Affidavit
- Statement from Authorizing Agent
- Current Proof of 501(C) 3
- Program Sponsorship Package
- Mission Statement
- Copy of Current Business License**

Documents that must be submitted 45 days before program:

- Proof of Permits _____
- Proof of Clearances _____
- Proof of Insurance _____
- Program Authorizations _____
- Other _____

MAYOR'S REVIEW:

- Approved**
Forward to City Council for Consideration
- Denied**
Reason: _____

Comments: _____

Mayor's Authorization Signature _____
Date

CITY SPONSORSHIP SUMMARY:

City Council Date: _____

Approved

Denied

Cash Sponsorship Amount: \$ _____

Requisition Process Date: _____ P.O #: _____



Pre-Program Financial Affidavit

	Current Year :		Previous Year:	
Income		Totals		Totals
Individual Donations				
Corporate Donations				
Registration fees				
Other (specify)				
Total Income		\$		\$
Expenses		Totals		Totals
Total Expenses		\$		\$
Comments:				