



ORANGE CITY POLICIES AND PROCEDURES

SPONSORSHIP POLICY

TOPIC OVERVIEW

Sponsorship is the contribution of monetary and/or in-kind support by the City to an external entity, in exchange for which the external entity: (a) acknowledges the City and the City's contribution; and (b) grants to the City the right to associate the City's name, products, or services with the external entity or the external program or service.

POLICY

Since a sponsorship affiliation may affect the reputation of the City among its citizens and its ability to govern effectively, the City retains sole and final decision-making authority for determining the appropriateness of a sponsorship association and reserves the right to refuse any offer of sponsorship. Any proposal for sponsorship in which the involvement of an outside entity is likely to compromise the public's perception of the City negatively or its ability to act in the public interest will be rejected.

The City of Orange City reserves the right to refuse any request of sponsorship.

Definitions:

1. Event sponsorship – supporting a public event or social function financially or through the provision of products or services
2. Program sponsorship – supporting a series of activities, performances, or procedures, financially or through the provision of products or services
3. Recurring – occur again, periodically, or repeatedly, esp. at regular intervals (e.g. an annual event that is held once every year)
4. Nonrecurring – occurring one time only (e.g. a onetime sponsorship for an unpredictable event/program)

Criteria:

The following criteria will be evaluated to determine the role and extent of any City of Orange City sponsorship:

1. Whether the program or event aligns with the City of Orange City Strategic Plan;
2. The costs of such sponsorship meet a greater public good by providing or expanding public service;
3. If the sponsorship application will, or has the ability to, generate an economic benefit for the immediate community of the City of Orange City as a whole;
4. The likelihood that the application will contribute positively to the recognition and image of the City;
5. Experience of the City of Orange City relative to the applicant past performance, or other information regarding the applicant history of performance (when applicable).

Limitations:

The following limitations shall apply to sponsorship of any program, activity, person, or organization:

1. Funds will be available on a first come first served basis;
2. The availability of City funds at the time of the application;
3. An event sponsorship application cannot exceed more than \$5,000 per occurrence, and is limited to one per year, per taxpayer identification number;
4. It cannot be used primarily for commercial promotion or personal gain;
5. It cannot be used to promote the sale or consumption of tobacco products, illegal drugs, gambling, erotic materials or services;
6. It cannot be used to promote political parties or political advocacy groups.

Other limitations to consider:

1. Requesting organization must be based in the City of Orange City; be classified as a 501(c) or another governmental agency such as county, school board, or state or federal agency.
2. Events or programs under consideration for funding must begin during the fiscal year in which funding is given.
3. If applicable, requesting organization must have an active account and be registered with sunbiz.org.
4. The City of Orange City will only sponsor events that are open to the general public and are held in the City of Orange City, on City-owned property or benefit Orange City residents.
5. If alcohol or beverage sales are included, they must be accompanied by a special event permit and temporary liquor license as issued by the Department of Business and Professional Regulations – Alcoholic Beverages and Tobacco Application (DBPR ABT-6003) for one/two/three day permit or special sales license.
6. If approved, sponsored events are required to complete a “Special Event Permit” application through the City of Orange City, Development Services Department at least 30 business days prior to event date for the following:
 - a. A temporary public gathering of 100 or more persons for the purposes of participating in entertainment that may consist of music, parades, fairs, festivals, carnivals, circuses, sporting events, arts and craft shows, walk-a-thons, block parties or other type venues taking place within the City,
 - b. Public events held in facilities that are not within the original purpose of the facility,
 - c. An event, regardless of the number of attendees, that meets one or more of the following
 - (1) Amusement rides subject to inspection under F.W. 616,
 - (2) Requiring the closing of any roadway,
 - (3) Fireworks display,
 - (4) The use of tent(s) exceeding 400 square feet, and
 - (5) The sale or service of alcohol.
7. Award or no award of sponsorship does not preclude any applicant from adhering to local laws or regulations.
8. Individuals are not eligible to receive funds under the City of Orange City Sponsorship Policies and Procedures.
9. Failure to hold event as depicted in application, will result in forfeiture of sponsorship funds.

PROCEDURE

The applicant shall submit their written application (using the City application form) to the Public Information Coordinator (by email or fax only) along with:

- A detailed description or flyer,
- IRS Determination Letter,
- W-9 Request for Taxpayer Identification Number and Certification,
- Proposed budget
- *For recurring requests only:* previous year's actual budget with revenues, expenditures, profits and losses along with explanation of how (if any) profits were used. IRS Form 990 or Form 990-EZ will not be accepted.

A sponsorship application is not complete unless it includes all of the documents listed above. Incomplete applications will not be considered.

Annually, the City Council will set funding amount for sponsorship applications. Sponsorships will be classified as an event or program and recurring or nonrecurring. Of the amount established by the Council, approximately 75% will be awarded to recurring sponsorships, while 25% will be for nonrecurring sponsorships. The applicant of recurring applications will be required to submit a written sponsorship application (by email or fax only) to the Public Information Coordinator no later than July 15th each year to be considered for sponsorship in the new fiscal year (October 1 through September 30.)

Nonrecurring funds will be set aside for unexpected nonrecurring event or program sponsorship opportunities that may occur throughout the year. The applicant will be required to submit a written sponsorship application (by email or fax) to the Public Information Coordinator a minimum of three weeks prior to the date it is to be considered by the Council at a regularly scheduled Council meeting. Council meetings take place on the 2nd and 4th Tuesday of each month.

In the event that the recurring sponsorship appropriations do not get fully expended, the balance may be reallocated by the Council to nonrecurring sponsorships.

Review:

A sponsorship review committee made up of representatives from Administration, Public Works/Parks, Finance, Police and Development Services will review each application based upon the evaluation criteria set forth in this policy and provide a recommendation to the City Council for decision making purposes.

Approval:

Approved recurring sponsorships will be determined by the Council and announced in August, prior to upcoming fiscal year. Approved recurring sponsorships are contingent upon the adoption of the upcoming Fiscal Year's Budget. Please note that sponsorship awards for recurring events are reimbursable at the completion of the event, unless it is the initial first year for the event.

Approved nonrecurring sponsorships will be distributed within 30 days of Council approval.

The City Council will have the final determination as to whether the application is approved or denied, at a regularly scheduled Council meeting.

RESPONSIBILITY

It is the responsibility of staff to adhere to this policy. It is the responsibility of the Finance Director and or the Public Information Coordinator to review and update this policy as needed with any changes being approved by the City Council.