

<b>Subject:</b> City-wide Sponsorships	<b>Number:</b> 6-24
	<b>Date Issued:</b> June 28, 2010 <b>Date Revised:</b>
<b>Responsible Department:</b> Office of the City Manager	<b>Approved:</b> 

**Background**

Historically, the City of Fresno has both pursued sponsorships from outside organizations and has been pursued for sponsorships by outside organizations. These sponsorship activities have been coordinated at the Department level, with little or no citywide oversight to guide departments in consistent management of these activities. The specific objectives of this Sponsorship policy are as follows:

- To establish and guide relationships with existing and potential partners who share the City’s commitment to create and maintain a vibrant community environment and enhance the quality of life for our residents, businesses, customers and partners;
- To generate revenue to fund existing and additional facilities, projects, programs and events provided to residents in order to maintain valuable and important services and facilities;
- To minimize the competition and duplicate requests between City departments seeking corporate and business support;
- To limit the perception of excessive “corporatization” in the number of corporate sponsors and partners while maximizing the cumulative revenue from these partners;
- To encourage individual departments or business units to create sponsorship policies that supplements this Citywide Policy.

## **Purpose**

- To provide guidelines for developing and managing sponsorships and partnerships to ensure that all sponsorships and partnerships support the City of Fresno's mission, vision and values;
- To acknowledge that corporate or business sponsorships provide an effective means of generating new revenues and alternative resources to support City of Fresno facilities and programs;
- To ensure corporate or business sponsorships will not result in any loss of City jurisdiction or authority;
- To coordinate applications and encourage cooperation and collaboration among City departments.
- Nothing in this policy is intended to conflict with existing laws or regulations imposed to city departments by either the Federal or State government as the result of receiving grant dollars. In the event that this policy does conflict with Federal or State legal requirements, the Federal or State legal requirements supersede this policy.

## **Exclusions**

The following situations are not subject to the Citywide Sponsorship policy:

- Gifts or unsolicited donations;
- Grants;
- Naming of parks and facilities, memorials, monuments or markers that fall under existing City policy
- Contracts with advertising or marketing agencies

## **Policy**

The City of Fresno has established a Resource Management Cabinet (RMC) to manage this Sponsorship Policy and to coordinate efforts between City departments (if needed); the mission of the RMC is to oversee sponsorship and partnership relationships between City and outside organizations. The RMC will collect data on both incoming and outgoing sponsorship requests and will use this information to evaluate the overall effectiveness of the City's sponsorship activities and will report findings to City Manager.

The RMC consists of individuals representing every department within the City of Fresno.

The RMC will meet quarterly or as needed.

## **Procedures**

### **City-Solicited Sponsorships**

- The RMC will be notified quarterly of all sponsorship solicitations by City departments at or over \$10,000 to any individual organization for any one event (in cash or in cost for services provided) for informational purposes only;
- Each department will be responsible for providing the RMC all pertinent information pertaining to the sponsorship request (i.e. name of business or corporation being solicited, contact person, amount of request, purpose of request and when sponsorship dollars or service is expected to be received);
- The Department Head or his/her designee will report to the RMC on the results of any sponsorship solicitation, regardless of amount, quarterly so that the RMC and City can keep accurate records of sponsorship solicitations.

### **Sponsorship Requests to the City**

- The RMC will be notified quarterly of all sponsorship requests to the City by outside organizations (in cash or in cost for services provided) for informational purposes only. Where there are multiple departments, the dollar amount or costs associated with the request will be combined and considered jointly;
- The Department Head is authorized to enter into sponsorship agreements for up to \$10,000 with outside organizations where the City, or City department, is an organizing or initiating sponsor, is requested to provide sponsorship in the form of cash or services provided, or where the request is under \$1,000.
- For sponsorship with any individual organization for any one event requests between \$10,000 and the current purchasing limit, the Department Head must first obtain City Manager approval
- For sponsorship requests of any dollar amount, the public benefit of the sponsorship must be documented.
- The procedures for denying sponsorship requests from outside organizations will be responded to in the same manner, meaning a request received by phone, shall be answered by phone. A request received by letter will be answered by letter.