

City Sponsorship Program Agreement Acceptance of Requirements, Eligibility, Criteria and Conditions

I. Purpose of the Program

The purpose of this sponsorship policy is to set forth guidelines and criteria governing the granting of City of Riverside funds or in-kind services for the purpose of supporting local festivals, special events, community projects or programs. Although the City makes a concerted attempt to limit the amount of General Fund monies expended toward such sponsorship activity, the City recognizes that sponsorships play an important role in supporting our community, as well as to promote the tourism and economic development efforts of the City. It should also be noted that the City Sponsorship Program does not apply to sponsorship activities *initiated* by the City for strategic marketing purposes to promote business attraction, expansion, and retention.

II. Goals and Objectives

Sponsorship of funds or in-kind services (including but not limited to contributions of staff, equipment or other services, booth participation) will be considered for special events, community projects or programs designed to accomplish one or more of the following goals and objectives with 51% of the participants from outside of the sponsoring organization:

- *Promote the City of Riverside as a desirable place to live, visit and do business.*
- *Promote the City of Riverside as a visitor destination and/or bring tourism-associated revenue to the City.*
- *Enhance the quality of life and well-being of the citizenry.*
- *Advance the City's commitment to and pride in being a multicultural community.*
- *Encourage the development of neighborhood identity and pride.*
- *Promote cultural and artistic awareness among the citizenry.*

The granting of City funds or in-kind support is evaluated according to the effectiveness and impact the particular special event, community project or program has on the community-at-large. Special attention is paid to sponsorships that promote the attractiveness of the City as a place to visit and/or live, celebrate the heritage of the City and its environs, and/or enrich the character and quality of life of its citizens.

III. General Requirements, Eligibility Criteria and Conditions

The applicant for sponsorship of funds or in-kind services for special events, community projects or programs must meet all of the following requirements, eligibility criteria, and conditions:

1. The applicant must be a registered nonprofit corporation or identified by the IRS as tax-exempt under a 501c category.
2. The special event, community project or program supports the aforementioned goals and objectives.
3. Funds are not to be used for operational costs.

4. Sponsorship 1st request is to be no more than 50% of program/event budget (if sponsorships are in-kind, value of the in-kind items may not equal more than 50% of the program/event budget).

Sponsorship 2nd request is to be no more than 35% of program/event budget (if sponsorships are in-kind, value of the in-kind items may not equal more than 35% of the program/event budget).

Sponsorship request beyond the 2nd request is to be no more than 20% of the program/event budget. An organization may continue to make requests for sponsorship for subsequent years, but the amount may not exceed 20% of program/event budget (if sponsorships are in-kind, value of the in-kind items may not equal more than 20% of the program/event budget).

PLEASE NOTE THAT REQUESTING THE ALLOWED PERCENTAGE DOES NOT ENSURE THAT THE APPLICANT WILL RECEIVE THAT, OR ANY, AMOUNT. NO REQUEST IS CONSIDERED APPROVED UNTIL IT IS APPROVED BY THE CITY COUNCIL (COMMITTEE AND FULL COUNCIL).

5. Event and promotion must take place within the City of Riverside limits. Some limited exceptions will be made. *Reason(s) for not holding the proposed event or promotion in the City of Riverside must be stated on the application. Exemption from this requirement will be provided on a case-by-case basis and will favor activity promoting the City of Riverside as a desirable place to live, visit and do business.*
6. The recipient of sponsorship funds or in-kind services shall provide the City and/or Departments (as applicable) recognition as a sponsor in exchange for the funds or in-kind services in a method consistent with other sponsors. In no event shall the recognition for the department's funds or in-kind services be less than that provided to other sponsors who have contributed the same total financial or in-kind support.
7. The nonprofit corporation must be ready, willing and able to enter a contractual agreement for sponsorship with the City and provide a certificate of liability insurance or proof of self-insurance, if applicable.
8. The nonprofit corporation must comply with the City's Special Events Ordinance (Municipal Code, Chapter 2.28), if applicable, wherein standards and procedures for the issuance of special event permits are set forth.
9. The purpose of the special event, community project, or program is not organized around political or religious themes, but serves as a benefit to the City of Riverside community as a whole.
10. The special event, community project or program may **not** be a fundraiser. Fundraising events are defined as:
 - a) Events that require participants to fundraise in addition to an entry fee for participating in the event (e.g., races, walkathons, marathons);
 - b) Events that have an entry fee without any component that includes free or greatly reduced admission; and
 - c) Events that require participants to pay an entrance fee or "purchase" a table.
11. Applications that request sponsorship of funds or in-kind services from Riverside Public Utilities (RPU) must describe how the program or project will benefit RPU ratepayers.

12. The nonprofit corporation will not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition including the medical condition of Acquired Immune Deficiency Syndrome (AIDS) or any condition related thereto, marital status, sex, or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act.
13. The nonprofit corporation must provide proof of performance that the City has received recognition as a sponsor at the level appropriate to the size of the contribution, in the event collateral materials (e.g. invitation, program, marketing pieces such as ads or banners, etc.)
14. All the requirements under this program have been followed.
15. If the event is not held during the time period for which sponsorship was awarded, monies awarded need to be returned in full to the City of Riverside.
16. Organization must provide a written report within 60 days after the program or project is completed (if this is a program that recurs in the next round of funding also, the report is due before the beginning of the next six-month project period: January through June or July through December). Organizations that receive sponsorship of funds or in-kind services from RPU must explain in their reports how the project or program benefited RPU ratepayers.

Two signatures by the appropriate Corporate Officers or Board Members are required.

By signing, I/we agree to the guidelines of the City Sponsorship Program.

Name of Organization

Print Name/Title (Must be President or Vice President)

Signature

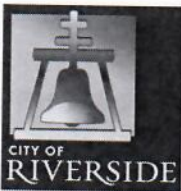
Date

Print Name/Title (Must be President or Vice President)

Signature

Date

If you should have questions, please contact Cynthia Wright (cwright@riversideca.gov or 951.826.5769).



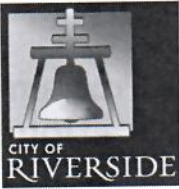
City Sponsorship Program Application

Organization's Information

Organization Name:		
Registered Federal Tax-Exempt ID Number:		
Executive Director/CEO Name:		
Contact Person Name:	Contact Person Title:	
E-Mail Address:		
Mailing Address:		
City:	State:	Zip Code:
Phone Number: ()	Fax Number: ()	
Affiliated with a "parent" organization? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, name of parent organization:</i>		
Preferred method of contact? <input type="checkbox"/> Business Phone <input type="checkbox"/> Cell Phone <input type="checkbox"/> Email <i>Please provide if not listed above:</i>		
Approximately how many people does this organization serve? Describe the services and any fees related to these services.		

Sponsorship Request

<input type="checkbox"/> Monetary Funding: <i>If seeking monetary funding, please read the City Sponsorship Program Agreement, section III.4., and then specify amount requested: \$</i>
<input type="checkbox"/> In-Kind Services: <i>If seeking in-kind support, select type of in-kind service requested.</i>
<input type="checkbox"/> Special Event Permit Fee <input type="checkbox"/> Banner Permit Fee <input type="checkbox"/> Police Services
<input type="checkbox"/> Riverside Public Utilities (Go Green Bags: Qty _____)
<input type="checkbox"/> Booth/City Vehicle Participation <i>Please specify City department:</i>
<input type="checkbox"/> Facilities <i>Please specify City department and facility:</i>
<input type="checkbox"/> Parks, Recreation and Community Services Department Facilities/Other <i>Please specify facility or equipment:</i>
<input type="checkbox"/> Other <i>Please specify:</i>



City Sponsorship Program Application

List type of recognition the City/Department will receive for the noted funding/in-kind services requested (e.g. name/logo listing, banner, ad, etc.).

Has the City of Riverside sponsored your organization in the past? Yes No
If yes, list department(s), date, amount and/or type of sponsorship:

Event/Program

Event Title:

Purpose/Type of Event:

Event Date(s): _____ to _____ Event Hours: _____ to _____

Will the event be held in the City of Riverside? Yes No
If no, specify reason:

Event Location:

Is this an annual event? Yes No
*If yes, indicate how many years event has taken place:
 Please indicate how many years event has received City sponsorship:*

Total Event Cost/Budget: \$

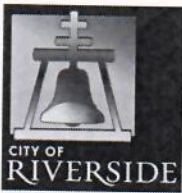
Expected attendance: _____ Attendance at last year's event: _____

Expected number/percentage of attendees who live in Riverside:

Is the event open to the general public? Yes No
Describe target audience:

Is there a cost to attend/participate in the event? Yes No
If yes, please provide cost:

There must be an element of the event/project that is free or significantly reduced to attend/participate.
Please describe:



City Sponsorship Program Application

Additional Documents Required

Submit this completed application with the following:

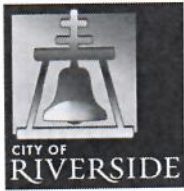
- A current list of your organization's Board of Directors and appropriate affiliations
- A copy of your organization's operating and event budget (revenue and expenses). Include any funds from a Community Development Block Grant, City Arts Grant Program, Sponsors or in-kind contributions
- If applicable, a list of the event's sponsorship opportunities (e.g., name/logo listing, banner, ad, reserved seats, etc.)

Supplemental Data

Describe the festival, special event, or community project for which City funding or in-kind services are requested. Provide details regarding activities, vendors, entertainment.

Please check any of the following elements that are part of your project or event:

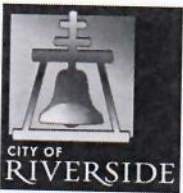
- Event includes booths related to energy/water resource conservation and/or efficiency
- Event includes booths related to community gardens, farmers' market, etc.
- Event includes free children's activities
- Event includes reduced fee for students, seniors, military, and/or children.



City Sponsorship Program Application

Does the event for which funding is being requested provide services/information that involve green initiatives/sustainability? If so, please describe?

Detail purpose or objective of local festival, special event, or community project for which City funding or in-kind services are requested.

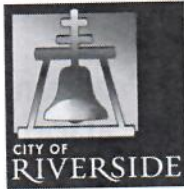


City Sponsorship Program Application

Describe the overall contribution of the festival, special event, community project or program(s) to the community in relation to the goals and objectives of the City as stated in the City Sponsorship Program (please refer to Section II of the City Sponsorship Program Agreement).

Year	2011	2012	2013	2014	2015
Revenue					
Expenses					
Net Income					

Year	2011	2012	2013	2014	2015
Revenue					
Expenses					
Net Income					



City Sponsorship Program Application

What are the measurable target objectives that will be used to determine the success of the festival, special event, community project or program(s)? (Please state your objective in terms of concrete numbers and percentages where possible. For example: increase number of participants from Y to Z in the 200X parade; increase customer satisfaction from Y% to Z%. You may utilize the table provided below. Please provide a copy of the survey or other measurement tool that is utilized by your organization to assess outcomes.

Sample:

Objective	Past Year Event (2011)	Past Year Event (2012)	Past Year Event (2013)	Current Year Event (2014)
<i>Increase number of participants</i>	<i>100</i>	<i>175</i>	<i>200</i>	<i>350</i>
<i>Participant Satisfaction</i>	<i>80%</i>	<i>82%</i>	<i>90%</i>	<i>95%</i>

Objective	Past Year Event (20__)	Past Year Event (20__)	Past Year Event (20__)	Current Year Event (20__)