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, and 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 and is designed to accomplish one or more of the goals and objectives set forth above, and meets all other City requirements.

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. 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.

12. 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.)

13. All the requirements under this program have been followed.

14. 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.

15. 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). For organizations that receive funding from Riverside Public Utilities (RPU), the report will include language respective to Proposition 218; i.e, the sponsorship recipient must explain how its project or program benefits RPU rate payers.

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).