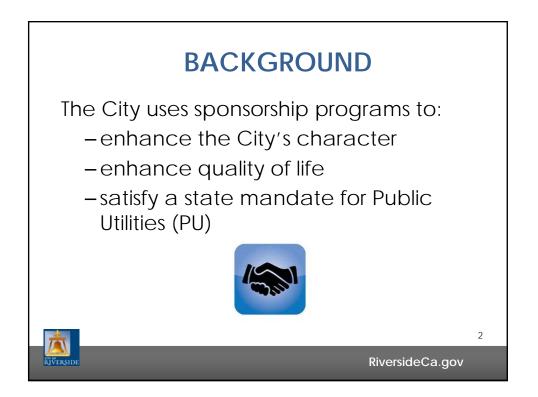
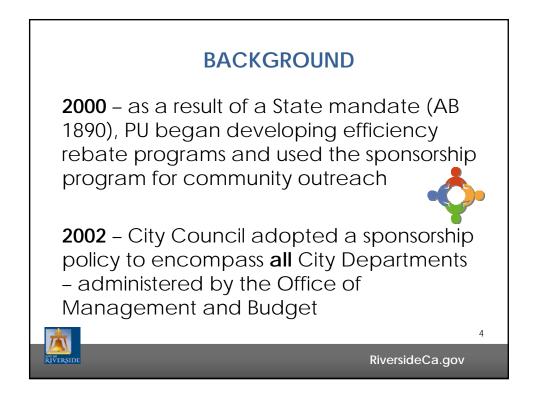
CITY OF RIVERSIDE	Sponsorship Programs City Manager's Office		
Governmental Affairs Committee November 16, 2015			
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FUNDING AND APPROVAL AUTHORITY			
	Remains the same from 1999:		
[Up to \$2,500	Approved by Marketing Services Division Manager Minimum Lead Time: One Month	
	\$2,500 - \$10,000	Approved by Public Utilities Director Minimum Lead Time: <i>Two Months</i>	
	\$10,000 - \$25,000	Approved by Public Utilities Administration, Finance & Marketing Board Committee, Public Utilities Board and City Manager Minimum Lead Time: Three Months	
	\$25,000 & Above	Approved by Public Utilities Administration, Finance & Marketing Board Committee, Board of Public Utilities, City Manager and City Council Minimum Lead Time: Six Months	
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POLICY HISTORY				
YEAR	POLICY	REVIEWED BY		
1996	Riverside Public Utilities' (RPU) Sponsorship Guideline Policy	PU Board		
1999	Public Utilities Department Policy for Sponsorships or Participation in Community Events	City Council		
2002	City Council Policy on Sponsorships	City Council		
2004	Recommendations to the City Council Policy on Sponsorships from Special Events Ad Hoc Task Force	City Council		
2007	Proposed City Sponsorship Program and Procedures for FY 2007/2008 (revised policy)	City Council		
Apr 2014	City Sponsorship Program	Dev Committee		
Nov 2014	Community Event Participation and Sponsorship Policy	PU Board		
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