



REVISED City of Riverside Table Sponsorship Policy

PURPOSE:

The purpose of this policy is to establish procedures for the City Manager, or his designee, to review and approve requests by City departments to sponsor tables at events and implement a tracking and reporting system of table sponsorships that have occurred for all departments in the City of Riverside.

OBJECTIVES:

The City of Riverside allows departments to sponsor tables at events for various reasons, including, but not limited to: 1) showing support for an event that is aligned with the mission or values of the department; 2) providing community outreach and promoting the department's services to a specific audience; and 3) purchasing seats to attend events where City staff or programs are being recognized.

BACKGROUND:

On January 8, 2019, the City Council provided direction for the City Manager to approve table sponsorships and promulgate a policy and procedures.

POLICY:

A. Authority

1. The City Council authorizes the City Manager, or his designee, to review and approve department requests for table sponsorships that meet the criteria established in this policy.
2. The City Council authorizes the City Manager, or his designee, to approve urgent requests for table sponsorships that are received less than six months prior to the event without City Council consideration, if needed.

B. Sponsorship Limitations

1. The total amount of table sponsorships for each department is not-to-exceed \$1,000 per event or \$5,000 cumulative for the fiscal year.

2. The following Enterprise Funds shall not be utilized for table sponsorship purposes: Sewer Fund, Wastewater Parking Fund, and Refuse Fund.

C. Procedures

1. Departments must submit all requests for table sponsorships to the Office of the City Manager at least six months prior to the event, or immediately upon becoming aware of the event, for review and approval.
2. More than one department may sponsor a table at the same event, if appropriate, with prior approval from the City Manager.
3. Upon City Manager approval of a table sponsorship, the sponsoring department must post the event on a shared table sponsorship calendar (in Outlook or a similar software program) so City Council members have the option to attend the event if their schedule permits.

D. Tracking and Reporting

1. The City Manager's Office shall report back to the City Council every six months on table sponsorships that have occurred during the previous six month period, including the name of the event, organization hosting the event, sponsoring department, sponsorship amount, and who attended the event.
2. The City Manager's Office will report all approved table sponsorships to the City Council on a six month basis for review and consideration.