



## City Special Event Sponsorship Program

### I. Purpose of the Program

The purpose of this sponsorship program is to set forth guidelines and criteria governing the granting of City of Santa Paula funds for the purpose of supporting local festivals, parades and special events. 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 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 will be considered for special events designed to accomplish one or more of the following goals and objectives:

- *Promote the City of Santa Paula as a desirable place to live, visit and do business.*
- *Promote the City of Santa Paula as a visitor destination and/or bring tourism-associated revenue to the City.*
- *Enhance the quality of life and well-being of the residents.*
- *Encourage the development of community identity and pride.*
- *Recognition of a national holiday or occasion or a community milestone*

The granting of City funds is evaluated according to the effectiveness and impact the particular special event 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 residents.

### III. General Requirements, Eligibility Criteria and Conditions

The applicant for sponsorship of funds for special events must meet all of the following requirements, eligibility criteria, and conditions:

1. Applications will be accepted at the Parks & Recreation Department Monday through Thursday between 9am-5pm. Applicants shall use the special event sponsorship program form. Incomplete applications will not be accepted. Sponsorship forms must be accompanied by the event application and event budget. Special event sponsorship requests must be submitted a minimum of 45 days before the event date, but no more than six months in advance.
2. The applicant must be a registered nonprofit corporation or 501(c)(3) organization with tax-exempt status.
3. The special event, community project or program supports the aforementioned goals and objectives.

4. Organizations will be capped at no more than \$7,500 in event sponsorships per fiscal year (July 1<sup>st</sup> – June 30<sup>th</sup>).
  - Sponsorship 1<sup>st</sup> request is to be no more than 50% of program/event budget up to \$2,000.
  - Every sponsorship request thereafter is to be no more than 50% of program/event budget up to \$1,500.
5. Event must take place within the City of Santa Paula limits.
6. The event must be free to the public, except that some specific activities (i.e. food booth, crafts, amusement ride) within the event may have a charge.
7. 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.
8. 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.
9. The nonprofit corporation must comply with the City's Special Events Ordinance (Municipal Code, Chapter 101), if applicable, wherein standards and procedures for the issuance of special event permits are set forth.
10. 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 Santa Paula community as a whole.
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. Sponsorship approvals are made on a per event basis and shall be considered one-time approvals. Approval does not imply the event will receive sponsorship in subsequent years.
13. Any applicant found guilty of violating, misleading, neglecting or refusing to comply with the City's Sponsorship guidelines or Special Events Ordinance may be disqualified from submitting future requests for a minimum of one year.
14. Funds are available until the special event sponsorship budget has been exhausted for the fiscal year.
15. All the requirements under this program have been followed.

**This Special Event Sponsorship Program was established on June 2<sup>nd</sup>, 2021, by Resolution No. 7344 and modified on November 3, 2021, by Resolution No. 7371.**

**If you have questions, please contact the Parks & Recreation Department at 805-933-4226 ext. 350.**