



## **SPECIAL EVENTS SPONSORSHIP POLICY**

### **Policy Purpose**

The Greensboro City Council recognizes the importance of providing support for community-based programs and celebrations that are hosted through the Greensboro area. These events are presented for a variety of reasons, including the general economic benefit of the City's business community; support of organizations serving Greensboro's citizens; cultural, athletic and educational enrichment; and/or promotion of the City of Greensboro. In support of expanding resident accessibility to a wide range of cultural experiences and community connections for all its residents, the City of Greensboro provides support in the form of financial support of community programs.

The purpose of this sponsorship policy is to set forth guidelines and criteria governing the grants funding process necessary to support local 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.

### **Policy Process**

The Parks and Recreation Department, specifically the Arts & Events Superintendent shall serve as the City's administrator for this program and shall account for revenues and expenditures related to the distribution of sponsorships. The budget for the special events sponsorship program shall be limited to funds available and appropriated by City Council.

Organizations requesting sponsorship must complete the application process explained hereafter in this policy, including an appropriate timetable for submission, review and scoring processes from the SE Sponsorship Review committee, and under the guise of application requirements and eligibility criteria.

### **Application Requirements**

Each eligible organizational applicant will be required to submit:

1. Special Event Sponsorship Application:

- Event or Program Information
- Organization Information (the organization's purpose/mission)
- Funding Request
- Event History/Other City Support
- Purpose of the program/Expected impact and benefit residents of Greensboro.
- Association with City Goals
- Collaboration

2. Required Attachments

- Pre-Event Budget Summary: This form should present a clear summary of the entire event budget, including all revenues, in-kind support, and expenses. The budget summary will be used to determine the extent to which an organization has obtained diversified funding, in-kind



contributions and volunteer resources to leverage the City's financial sponsorship. Budget summaries that show a deficit must clearly explain how the deficit will be handled.

- Current proof of 501c, North Carolina contribution registration number and/or other non-profit status.

### **Application Review and Approval**

Sponsorship applications will be submitted and processed through the City Arts & Events Section of the Parks and Recreation Department, in accordance with the City Council adopted Special Events Sponsorship Policy. City staff will process applications and submit them to the Special Events Sponsorship Review Committee. The committee is made up of various city staff and community members who understand the value of community-based events and programs. The committee will use a weighted scoring system that allows for relevant assessment of each event/program in relation to the City's overriding goals and standards for this program. Upon review and scoring, the committee will recommend a sponsorship-funding amount for distribution.

The Greensboro Parks and Recreation Director shall ultimately approve the disbursement of funds only in compliance with this policy.

Organizations receiving sponsorship funding through this program will be required to submit a Post-Event (Actual) Budget Summary within 30 days of the conclusion of the event or program. Organizations who fail to submit the post-program affidavit will not be eligible for future sponsorships.

### **Eligibility and Scoring Criteria**

1. The City may provide sponsorships for educational, fundraiser, spirit or athletic/sports programs as defined in the definitions section of this policy. Programs that do not meet the objectives identified within these definitions will not be eligible for sponsorship funding.
2. The City will not award sponsorships to any religion, church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message as the primary purpose. Religious organizations are not eligible for sponsorships for fundraising programs.
3. Political organizations and/or individual campaigns are not eligible for sponsorships for programs they conduct.
4. Organizations that discriminate on the basis of age, race, sex, or national origin are not eligible for sponsorships for programs they conduct.
5. Individuals are not eligible for sponsorships for programs they conduct.
6. Golf tournaments are not eligible for funding through this program.
7. Events must be open to the public.



8. For-profit organizations holding fundraiser programs must identify a 501c or North Carolina non-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization with the post-program financial affidavit.
9. For-profit organizations are not eligible for sponsorships for promotional programs for which the organization/corporation or its employees or officers will gain personal benefit (i.e. a sales promotion).
10. Only registered North Carolina not-for-profit organizations or those registered as a non-profit organization for tax purposes (i.e. 501 C-3) may conduct programs primarily as fund-raisers and be eligible for sponsorship consideration. These programs must provide a benefit to Greensboro citizens; and the organizations holding these fundraiser programs must primarily serve Greensboro residents.
11. If chosen to be supported, the sponsoring organization must also agree to do the following:
  - a. Obtain all required permits, clearances, insurances and program authorizations in a timely manner, in compliance with the city of Greensboro Code of Ordinances.
  - b. Acknowledge the support of the City of Greensboro where appropriate, and to include on all printed information and advertising related to the event for which the sponsorship was provided the City of Greensboro logo ("leafy G").
  - c. Allow the City of Greensboro to have a sponsor booth at the program/event if the City so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding City services and community programs. This activation shall be provided at no cost to the City. The City will provide a tent, tables, chairs, etc. (including permits where necessary for this purpose).
  - d. Provide the City with whatever benefits are afforded other sponsors of similar sponsorship level.

### **Funding and Sponsorship Limits**

The entire sponsorship program has a budgetary limit of \$25,000 annually to support sponsored events. Sponsorships shall not exceed 25% of an event's total expenditures or \$3,000 per event. No organization shall receive more than \$5,000 in sponsorships combined in any calendar year.

The City of Greensboro reserves the right to implement any other sponsorship limits necessary to keep the sponsorship program within the limits of funds available and to ensure that the sponsorship funding is equitably distributed to maximize the impact to all City residents.

### **Approval Authority**

Awarded sponsorship amounts will be decided by the Greensboro Parks & Recreation Director, at the recommendation of the Special Event Sponsorship Committee.



### **Definitions**

**Organization:** Includes for-profit or not-for-profit agencies and corporations which implement community events/programs, and are registered to do business in the State of North Carolina.

**Event/Program:** A celebration, special event, fundraiser, athletic, cultural or educational activity as further described below.

**Athletic/Sports Event** – Recreational athletics/sports events which are open to the general public for participation and which serve participants of multiple ages groups or categories.

**Educational Programs** – Community programs which contribute to improved education and literacy for Greensboro's citizens.

**Festival or Spirit Programs** – Community programs held for the sole purpose of exposing the public to cultural or educational enrichment or public entertainment.

**Fundraiser Programs** – Community programs held for the primary purpose of raising funds for a non-profit organization and for which other intrinsic cultural, athletic, entertainment or educational value is provided for the benefit of the public.

**Sponsorship:** Financial support provided to offset costs of providing a program as defined in this policy.

**City Co-Sponsored Events:** These events are *outside* of this SE Sponsorship Policy. City Co-Sponsored Events are large-scale special events that encompass the entire community and have a wide, regional spread. Support for these co-sponsored events may include in-kind services from City staff based on regular staff hours, waiver of permit fees, and/or financial support limited to funds approved in the City's annual budget. Cost recovery expenses are to be paid to City agencies and include staff overtime, supplies and materials, and other direct expenses. Examples are the NC A&T Aggie FanFest, North Carolina Folk Festival, Festival of Lights and Holiday Parade.