

RESOLUTION NO. 2022-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA ANA  
APPROVING THE CITY'S SPONSORSHIP POLICY

WHEREAS, the City gets many requests annually for sponsorship opportunities from various businesses, companies and/or non-profit entities;

WHEREAS, the City desires to adopt a set of guidelines that will govern the evaluation of sponsorship opportunities with the City;

WHEREAS, the proposed Sponsorship Policy will be a clear and transparent way to outline the process for sponsoring available City events and/or obtaining other sponsorship opportunities with the City; and

WHEREAS, the City believes that sponsorships will enhance the programs, events and projects provided by the City to its residents and visitors.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Santa Ana as follows:

**Section 1.** The Sponsorship Policy, attached as Exhibit A, is hereby approved.

**Section 2.** This Resolution shall take effect immediately upon its adoption by the City Council, and the Clerk of the Council shall attest to and certify the vote adopting this Resolution.

ADOPTED this \_\_\_\_ day of April, 2022.

\_\_\_\_\_  
Vicente Sarmiento  
Mayor

APPROVED AS TO FORM:  
Sonia R. Carvalho, City Attorney

By: Laura A. Rossini  
Laura A. Rossini  
Chief Assistant City Attorney

AYES: Councilmembers \_\_\_\_\_

NOES: Councilmembers \_\_\_\_\_

ABSTAIN: Councilmembers \_\_\_\_\_

NOT PRESENT: Councilmembers \_\_\_\_\_


**CERTIFICATE OF ATTESTATION AND ORIGINALITY**

I, DAISY GOMEZ, Clerk of the Council, do hereby attest to and certify the attached Resolution No. 2022-XXX to be the original resolution adopted by the City Council of the City of Santa Ana on April\_\_\_\_, 2022.

Date: \_\_\_\_\_

\_\_\_\_\_  
Daisy Gomez  
Clerk of the Council  
City of Santa Ana

## Exhibit 2

 <div>CITY of Santa Ana Administrative Policies and Procedures</div>	City Manager's Authorization
City of Santa Ana Sponsorship Policy	Date
	[Month Day, Year]

### **Purpose**

The purpose of the Santa Ana Sponsorship Policy ("Policy") is to provide an effective framework for considering potential sponsorships that will enhance the programs, events, and projects provided by the City of Santa Ana ("City") to its residents and visitors.

### **Definition**

Sponsorships are cash or in-kind products and services offered by sponsors with the clear expectation that an obligation is created. The recipient is obligated to return something of value to the sponsor. The value is typically public recognition and publicity or advertising highlighting the contribution of the sponsor and/or the sponsor's name, logo message, products or services. This Policy addresses sponsorships, the agreements for the procurement of the resources, and the benefits provided in return for securing those resources.

### **Policy**

#### **1. TERMS GLOSSARY (See Appendix A)**

#### **2. GUIDELINES FOR ACCEPTABLE SPONSORSHIPS**

Eligible sponsors must be businesses, non-profit groups, or individuals that promote mutually beneficial relationships for the City. All potential sponsorships must create a collaborative working relationship with the City, while taking into consideration community benefits and contributions, knowledge, and potential or perceived conflict of interest. All sponsorships should promote the vision, mission, or values of the City.

The City expects any proposed sponsorship will have benefits for all involved parties, including, but not limited to, benefits for the City and the community, and benefits for the sponsor. Benefits for the sponsor may include the following: (1) print and electronic media recognition; (2) press release mentions; (3) on-site and off-site signage recognition; (4) access to VIP areas, receptions, or events; and (4) complimentary booth space. Signage recognition information provided in the Sponsorship Agreement shall be effective throughout the duration of the agreement and in accordance with Santa Ana Municipal Code (SAMC) sections 41-871 and 41-872.

#### **3.0 APPLICATION SUBMISSION**

The City Manager's Office or designee shall compile and make available to the public a list of potential sponsorship opportunities. Preliminary proposals shall be submitted to the City Manager's Office for consideration and be in the format as outlined in the Sponsorship Application.

##### **3.1 Sponsorship Proposal**

Entities interested in establishing a City-sponsor relationship must submit a Sponsorship Application. The Sponsorship Application shall include a scope of the proposed sponsorship, including, but not limited to, the following:

- 3.3.1 Description of organization and specific target market
- 3.3.2 Summary of sponsorship proposal
- 3.3.3 Sponsorship categories and events of interests
- 3.3.4 Benefits of collaboration

### 3.2 Categories of Sponsorships

The categories of sponsorships, listed in order of highest to lowest priority, is as follows:

- 3.2.1 Primary Sponsor/ Citywide Event Program Sponsor
- 3.2.2 Title Sponsor / Interest Specific Event Sponsor
- 3.2.3 Presenting Sponsor / Single Event Sponsors
- 3.2.4 Sponsor / Event Contributor
- 3.2.5 Media Sponsor
- 3.2.6 Official Supplier
- 3.2.7 Co-Sponsor

## 4 APPLICATION EVALUATION

In assessing sponsorship proposals, the City will consider, as appropriate, the following criteria:

- 4.2 Compatibility of prospective sponsor's products, services and marketing goals with the City's mission, visions or values.
- 4.3 How proposed sponsorship supports current priorities, programs, and core services of the City, as defined in the City's current budget or other documents.
- 4.4 The proposed sponsorship meets a need identified by policies related to provision of services and programs, the adopted City budget, or City policies. In addition, the proposed sponsorship enhances current City priority programs and/or core services by providing additional programming, financial and/or in-kind resources, community outreach, volunteers, or other tangible support at least equivalent to the City's contributions, or reduces General Fund expenditures.
- 4.5 Compatibility of sponsorship marketing benefits and temporary advertising with design standards or visual integrity of City facilities and/or events as defined in the City's various policies and procedures relating to branding and style, the City logo, Zoning Code, and any applicable provisions of the Santa Ana Municipal Code.
- 4.6 Tangible and intangible benefits balanced for both the sponsor and the City.
- 4.7 The prospective sponsor is one of the following:
  - 4.7.1 Incorporated 501(c)(3) nonprofit organization
  - 4.7.2 California certified tax-exempt nonprofit organization

- 4.7.3 Public agency
  - 4.7.4 For profit, commercial and/or private business; or individual committee formally established by the City Council or an official City Board or Commission
  - 4.7.5 Established club, association or organized group, as determined by the City Manager's Office or designee that provides services and programs directly to Santa Ana residents
- 4.8 Prior relationships with the sponsor and the City have been successful.

### 5 **SPONSORSHIP AGREEMENTS**

Sponsorship agreements shall be evaluated on a case-by-case basis and will include contractual language consistent with all applicable City policies and ordinances and good business practices. Sponsorship agreements shall be approved by the City Council.

### 6 **EXCLUSIONS**

The City reserves the right to reject proposed sponsorships deemed inappropriate or offensive in any manner. The below sponsorships will not be considered.

- 6.1 Promote practices that violate federal, state or local laws or regulations
- 6.2 Parties involved in a lawsuit with City
- 6.3 Promote drugs, alcohol, tobacco or tobacco-related products, gambling or adult materials or entertainment
- 6.4 Discriminate based upon a protected class or any other basis prohibited by federal or state law.
- 6.5 Include religious symbols, references or statements
- 6.6 Include political symbols, references or statements
- 6.7 Endorse products or services that do not comply with City policies or procedures, or that violate federal, state or local laws or regulations
- 6.8 Derive their business from the sale of alcohol, tobacco or tobacco-related products, firearms, pornography, or sexually explicit goods or services
- 6.9 Appear to be in conflict with City policies, procedures, services, or products.
- 6.10 Create or appear to create a conflict of interest or a potential conflict of interest.

## APPENDIX A

### **TERMS GLOSSARY**

- A. **"City"**: the City of Santa Ana.
- B. **"Citywide Event Program Sponsor"**: supporting all City of Santa Ana events or combination of various events during the year.
- C. **"Co-Sponsors"**: a sponsor of the same program or service as another.

## Exhibit 2

- D. **“Donation”**: a monetary (cash) contribution, endowment, personal property, real property, financial services, equipment, in kind goods or services, or any other asset that the City has accepted and for which the donor has not received any goods or services in return.
- E. **“Event Contributor”**: contributing supplies, in-kind services, and assistance with event programming.
- F. **“In-Kind Sponsorship”**: payment of a sponsorship fee in goods or services rather than cash.
- G. **“Interest-Specific Event Sponsor”**: event programming for an interest-specific program category during the year. Category sponsorships are ideal for companies and organizations interested in aligning their brand with a specific or niche target market.
- H. **“Media Sponsor”**: television and radio stations, print media, and outdoor advertising companies that provide cash, or more frequently, advertising time or space, in exchange for official designation of a facility, program or service.
- I. **“Official Supplier”**: a company or organization that pays a premium or provides substantial economic benefit in exchange for the right to be the sole advertised provider of goods or services provided to the City.
- J. **“Presenting Sponsor”**: the sponsor that has its name presented just below that of the sponsored facility, program or service.
- K. **“Primary Sponsor”**: the sponsor providing the largest contribution and receiving the most prominent recognition.
- L. **“Single Event Sponsors”**: a sponsor that supports one event of their choice during the year. Sponsorship benefits vary depending on event.
- M. **“Sole Sponsor”**: a company or organization that has paid to be the only sponsor of a facility, program or service.
- N. **“Sponsorship”**: the relationship between a sponsor and the City, in which the sponsor pays a cash or in-kind fee, in return for access to the commercial potential associated with a facility, program or service.
- O. **“Sponsorship Fee”**: a payment made by a sponsor to the City.