



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
April 5, 2022

TOPIC: Proposed Partnership and Sponsorship Policies

AGENDA TITLE:

Resolution Approving the City of Santa Ana Partnership Policy; Resolution Approving the City of Santa Ana Sponsorship Policy

RECOMMENDED ACTION

1. Adopt a resolution approving the City of Santa Ana Partnership Policy to establish guidelines and procedures governing how partnerships between the City and external entities transpire in an effort to expand or enhance programs and services the City delivers to Santa Ana residents and visitors.
2. Adopt a resolution approving the City of Santa Ana Sponsorship Policy to provide an effective framework for considering potential sponsorships that will enhance the programs, events, and projects provided by the City to Santa Ana residents and visitors.

DISCUSSION

About the Partnership Policy

The establishment of the proposed City of Santa Ana Partnership Policy is to ensure that the City employs a strategic approach for considering potential partnerships that will enhance programs and services provided to Santa Ana residents and visitors. Partnerships shall be inclusive of the following elements: (1) Align with the City's mission, vision, or values; (2) Provide an equitable process for potential partners; (3) Maximize available community resources; and (4) Encompass a broad spectrum of agreements and strategies. This policy enables the City to be proactive, rather than reactive, when presented with potential partnership opportunities.

Significant areas of the proposed Partnership Policy include the following:

- **TYPES OF PARTNERSHIPS**

The types of partnerships are working agreements having (1) achievable mutual interests between the City and partnering entities, (2) an increased likelihood of the City and partnering entities achieving their respective mission, (3) the ability to

amplify reach within the community, and (4) an impactful community investment. These partnerships can take the form of cash gifts and donor programs, improved access to alternative funding, property investments, charitable trusts, labor, materials, equipment, continued sponsorships, technical skills, and other forms of value. The effective use of volunteers can also figure significantly into developing partnerships. Some partnerships involve active decision-making, while other partnerships take a more passive role.

- **GUIDING PRINCIPLES**

The guiding principles serve as a framework for the City to consider potential partnerships such as (1) mutual benefits and consistency with City policy, (2) mitigated risk, (3) coordination, and (4) performance measurement and evaluation.

- **PARTNERING PROCESS**

The partnering process describes the steps for the creation of a partnership with the City.

- **EVALUATION PROCESS**

The evaluation process includes determining whether the proposed partnership meets the mission, vision or values of the City.

- **PARTNERSHIP AGREEMENTS**

Partnership Agreements will include contractual language consistent with all applicable City policies and ordinances and good business practices. Partnership agreements shall be approved by the City Council.

- **EXCLUSIONS**

The City reserves the right to reject proposed partnerships deemed inappropriate or offensive in any manner.

About the Sponsorship Policy

The establishment of the proposed City of Santa Ana Sponsorship 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 to its residents and visitors. 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.

Significant areas of the proposed Sponsorship Policy include the following:

- **GUIDELINES FOR ACCEPTABLE SPONSORSHIPS**

Eligible sponsors must be businesses, nonprofit 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.

- **APPLICATION SUBMISSION**

The City shall compile and make available to the public a list of potential sponsorship opportunities.

- **APPLICATION EVALUATION**

In assessing sponsorship proposals, the City will consider established criteria.

- **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.

- **EXCLUSIONS**

The City reserves the right to reject proposed sponsorships deemed inappropriate or offensive in any manner.

The full text of each policy is attached to this staff report, along with their accompanying resolutions.

FISCAL IMPACT

There is no fiscal impact related to this report.

EXHIBIT(S)

1. Resolution approving the Partnership Policy
2. Resolution approving the Sponsorship Policy

Submitted By: Lisa Rudloff, PRCSA Executive Director

Approved By: Kristine Ridge, City Manager