

EVENT SPONSORSHIP POLICY

City Council Policy #CC-24-028

Adopted Aug. 27, 2024

Resolution No. 6926



Purpose		
<p>The City of Menlo Park hosts multiple community events each year that are welcoming and enjoyable for all ages. Community events are designed to bring residents together to celebrate, socialize, learn, and play together, continuing treasured traditions while also creating new ones. The purpose of the Event Sponsorship Policy is to set guidelines and criteria for local Menlo Park businesses, non-profit organizations, individuals and community-based organizations that serve incorporated City of Menlo Park residents to support community events through events sponsorships.</p>		
In-kind collaboration by nonprofits and small businesses		
<p>Local small business and non-profit organizations that serve Menlo Park residents may collaborate with City of Menlo Park community events through in-kind contributions such as skilled volunteer support, community outreach, and providing relevant content or activities at City events. Please contact us for more information about in-kind collaborations.</p>		
Sponsor eligibility requirements		
<p>Sponsoring a City of Menlo Park event provides the sponsor an unparalleled opportunity to engage community members in a lively and celebratory setting. Sponsoring a City of Menlo Park event is an effective way to showcase your values and your efforts in supporting a vibrant community for all residents of Menlo Park, and the opportunity to connect with a wider audience. Sponsors may be local Menlo Park businesses, non-profit organizations, individuals or community-based organizations that serve incorporated City of Menlo Park residents. Sponsors must demonstrate positive contributions to enhancing the quality of life in Menlo Park for all residents, and show a sincere commitment to promote fairness, justice, equity, and inclusion for all residents of Menlo Park.</p>		
Procedure		
<p>Proposals for event sponsorships shall be submitted in writing to library and community services staff for review. Proposals shall be submitted on an application form provided by the library and community services department, consistent with the guidelines and criteria in this policy. Event sponsorship materials will be maintained regularly by library and community services staff. Regardless of space limitations, sponsorship materials will not be kept on display for longer than six weeks, absent permission from the library and community services director for a longer display period. Sponsorship materials may be removed or rearranged at any time by and at the sole discretion of library and community services staff. The City of Menlo Park reserves the right to refuse, modify, remove, and/or discard any materials submitted for event sponsorship for any reason, including but not limited to the criteria noted in this policy. Appeals may be addressed to the library and community services director, whose decision regarding the disposition of materials in library and community services facilities is final.</p>		
Event descriptions		
<p>Brief summaries of sponsorship-eligible community events are available on the City of Menlo Park's community events webpage.</p>		
Sponsorship tiers		
<p>The City of Menlo Park includes three sponsorship tiers based on estimated attendance and the overall scale of the event:</p>		
<p>Tier A Typical event attendance 750 or fewer</p> <ul style="list-style-type: none">• Bronze Sponsor: \$100• Silver Sponsor: \$250• Gold Sponsor: \$500	<p>Tier B Typical event attendance 750 to 1,500</p> <ul style="list-style-type: none">• Bronze Sponsor: \$250• Silver Sponsor: \$500• Gold Sponsor: \$750	<p>Tier C Typical event attendance 1,500 or more</p> <ul style="list-style-type: none">• Bronze Sponsor: \$1,000• Silver Sponsor: \$2,500• Gold Sponsor: \$5,000

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Sponsorship package options			
Option	Bronze sponsor	Silver sponsor	Gold sponsor
Your organization’s name on marketing and promotional materials including: social media updates, online city calendar, and community calendars.	X	X	X
Verbal recognition of sponsorship during the event. A City representative member will recognize your organization’s sponsorship by name over the public address system during the event introduction and again at the conclusion.	X	X	X
At events that feature display tables/booths, your organization may receive space for a 10’ x10’ display booth to provide handouts, giveaways, and information, subject to event rules.	X	X	X
Business logo on distribution of event flyers, postcards, TV ad displays at city buildings and event posters posted throughout Menlo Park.		X	X
At events that include banners or signs, your organization may display a banner or sign in designated locations, subject to event rules and only as authorized by the City		X	X
Recognition of your organization’s sponsorship in City of Menlo Park email newsletters such as the “Library and Community Services news,” with over 16,000 weekly local subscribers.			X
Prohibited materials			
<p>Library and community services facilities, exhibits, displays, and other public spaces shall not display nor distribute any of the following materials:</p> <ul style="list-style-type: none"> • Partisan political messages, petitions and/or similar items (during local, state, and federal elections, nonpartisan informational material may be displayed) • Religious messages, displays, and/or expressions of religious doctrine or belief • Services or products for sale or rent • Solicitations for membership, except for City-sponsored membership activities • Solicitations for fundraising, except for library and community services-sponsored fundraising activities • Material that violates any City policy, procedure, or rule; or that violates local, state, and/or federal law. 			
Removal, relocation, alterations			
<p>The City of Menlo Park reserves the right to remove, relocate, alter, decommission, or dispose of event sponsorship materials for any reason, including but not limited to:</p> <ul style="list-style-type: none"> • The materials violate City policies, rules, and/or procedures; or violate local, state, and/or federal law • Loss due to theft, accident, vandalism, or natural disaster • If the condition or security of the materials cannot be reasonably guaranteed • If the removal of the materials is deemed necessary by City staff to reasonably protect public health and safety, and/or to preserve the ability of all visitors to safely and securely use the public space for its intended purpose • Materials installed without prior approval by library and community services staff may be removed and/or discarded by library and community services staff without notification to the materials’ owner • The City of Menlo Park assumes no responsibility for loss or damage to event sponsorship materials on exhibit or display. Sponsorship materials are placed on exhibit or display at the owner’s risk. 			

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Proposal timeline		
Sponsorship proposals are accepted throughout the year. Prospective sponsors are strongly encouraged to submit proposals at least six (6) months in advance of the event they propose to sponsor.		
Other information		
Depending on sponsor level, sponsors should be prepared to provide the following at the time of submitting a sponsorship proposal:		
<ul style="list-style-type: none">• A high-resolution electronic logo or artwork to represent the sponsoring organization• Payment: Full payment due at time of signing contract; checks payable to “City of Menlo Park”. Your contribution may be tax deductible; consult a qualified tax advisor.		
No endorsement		
Event sponsorships shall in no way constitute an endorsement of the event sponsor’s organization, products, services, or employees by the City of Menlo Park. The views expressed by event sponsors and/or in event sponsorship materials do not necessarily reflect the views of the City of Menlo Park, its officers, employees, or partner agencies.		
Policy history		
Action	Date	Notes
Policy adopted	10/20/215	City Council approved
Policy update recommended	3/27/2024	Parks and Recreation Commission recommended
Policy adoption	8/27/2024	Resolution No. 6926