EVENT SPONSORSHIP POLICY

City Council Policy #CC-26-028
Adopted November 17, 2026
Resolution No. 7068

CITY OF MENLO PARK

Purpose

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 event sponsorships.

In-kind collaboration by non-profits and small businesses

Local small businesses 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.

Sponsor eligibility requirements

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.

Procedure

- Proposals for event sponsorships shall be submitted in writing to Library and Community Services staff for review.
- Proposals shall be submitted on an interest 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 sponsorships 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.

Event descriptions

Brief summaries of sponsorship-eligible community events are available on the City of Menlo Park’s community events webpage.

Sponsorship tiers

The City of Menlo Park offers four sponsorship tiers typically based on estimated attendance and the overall scale of the event:

Tier A	Tier B	Tier C	Tier S
Typical event attendance 0 - 900 • Bronze Sponsor: $250 • Silver Sponsor: $500 • Gold Sponsor: $750 • Platinum Sponsor: $1,000+	Typical event attendance 901 – 2,000 • Bronze Sponsor: $500 • Silver Sponsor: $1,000 • Gold Sponsor: $2,000 • Platinum Sponsor*: $3,000+	Typical event attendance 2,001 – 3,500 • Bronze Sponsor: $1,000 • Silver Sponsor: $2,500 • Gold Sponsor: $5,000 • Platinum Sponsor*: $7,500+	Series Sponsorships or attendance 3,501+ • Bronze Sponsor: Not available for series sponsorships • Silver Sponsor: $5,000 • Gold Sponsor: $7,500 • Platinum Sponsor*: $10,000+

Sponsorship package options

Option	Bronze sponsor	Silver sponsor	Gold sponsor	Platinum sponsor
Your organization's name on marketing and promotional materials including: social media updates, online city calendar, and community calendars.	X	X	X	X
Verbal recognition of sponsorship during the event. A City representative 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	X
At events that feature display tables/booths, your organization may receive space for a 10' x 10' display booth to provide handouts, giveaways, and information, subject to event rules.	X	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	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	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	X
Sponsor may address event attendees from the event stage once per event for up to 2 minutes, at a time determined by the City. Sponsor must provide a written copy of the announcement text to the City's designated event coordinator at least 10 days prior to the date of the event for the City's review and approval. Content is subject to restrictions listed in Prohibited materials section.				X
Sponsor will receive premier banner or promotional signage placement on or near the event stage or other premier location at the event.				X
*__Tier B, C and S only__: Sponsor will receive 2 consecutive weeks of downtown banner placement to promote the sponsor at either Santa Cruz Ave. and University Dr. or at Santa Cruz Ave. and Doyle St. The date of banner placement must be mutually agreed upon by sponsor and City. Banner shall be provided by sponsor, and all existing City policies related to banner specifications and placement shall apply.				X

Prohibited materials

Library and community services facilities, exhibits, displays, and other public spaces shall not display or distribute any of the following materials:

- 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

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:

- 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.

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:

- A high-resolution electronic logo or artwork to represent the sponsoring organization
- Payment: Full payment from sponsors is due upon receipt of invoice from City of Menlo Park; 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	10/20/2015	City Council approved
Policy update recommended	3/27/2024	Parks and Recreation Commission recommended
Policy adoption	8/27/2024	Resolution No. 6926
Policy update recommended	10/28/2026	Parks and Recreation Commission recommended
Policy adopted	11/17/2026	Resolution No. 7068