



Sponsorship Policy

I. Introduction

The purpose of this sponsorship policy is to provide administrators with guidelines when the City is approached by organizations to support local festivals, special events, community projects or programs.

The City of La Porte recognizes the value of these partnerships to the community but also its charge to maintain fiscal responsibility. The following policy has been established to direct when co-sponsorship or in-kind services can be approved.

II. Definitions

- *In-Kind Contributions*: Donations of goods, services, or time instead of cash.
- *Opportunity*: The program or event in which the applicant is asking for City participation, whether it be cash or in-kind.
- *Sponsorship*: When the City decides to donate either cash or in-kind contributions to an opportunity promoted by an organization to support local festivals, special events, community projects or programs.

III. Policy

In order to be considered for approval, the opportunity must:

- Move forward the mission and goals of the City of La Porte.
- Have an entirely filled application form.
- Demonstrate value to either the Citizens of La Porte, the La Porte Business Community, or the area as a whole
- Conform to all applicable federal and state statutes, and to all applicable City ordinances, policies, and practices.
- The sponsorship must not result in any competitive advantage, benefit, or preferential treatment for the sponsor outside of the sponsorship agreement.
- Be presented to City staff at least one month before the opportunity is to take place. If the City is being asked to participate more than \$10,000, the application must be in by February 15th before the budget year in which the opportunity takes place.
- Show the City logo on all materials showing event sponsors.
- Get pre-approval of the use of City logo, slogan, branding statement, or quote.

- Opportunities receiving money from Local Hotel Occupancy Tax revenues must comply with state law, show collaboration with at least one local hotel or motel beforehand and complete an after-action report.

Also note:

- Sponsorship approvals are made on an annual basis and shall be considered as one-time approvals. City participation should not be an expected line item in the receiving organization's budget.
- The City reserves the right to assess all activities at any time to ensure all rules, regulations, conditions of use, and City and health and safety laws are not violated. Sponsorships and in-kind services can be revoked at any time, effective immediately.
- The opportunity cannot be held to advocate a political position or figure.
- The hosting organization will not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition, marital status, sex, or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act.
- Religious organizations, companies, or groups may obtain sponsorships if the proposed program, event, or project neither promotes religious messages nor advocates for or promotes religious beliefs.
- Any sponsorship above \$1,000 must be approved by the La Porte City Council.
- Purchases of tickets for city officials and/or for tables at functions promoted by organizations of which the City is a member, regardless of the cumulative amount donated by the City for individual tickets and/or for a table at the event, are exempt from this policy and do not require approval by the La Porte City Council.