



ADMINISTRATIVE POLICY

SPECIAL EVENT SPONSORSHIP

Rev. 02.28.2022

A. Purpose

The City desires to promote its special events, showcase the City's high quality of life, and attract sponsorships to offset the cost of providing select recreation services. The purpose of this Special Event Sponsorship Administrative Policy ("Policy") is to establish guidelines related to the selection of sponsors for special events organized by the City. This Policy shall govern the Special Event Sponsorship Program.

B. Applicability

This Policy applies to the City special event sponsors (at any level) and City staff.

C. Provisions of the Policy

1. Eligible Events

Subject to the provisions of this Policy, special event sponsorship opportunities are open to any business, individual, and/or nonprofit group. Each applicable event will have sponsorship opportunities at varying levels, ranging from \$100 to \$10,000. Sponsorship payment may be made in the form of monetary contributions and/or in-kind services provided at no cost to the City. Special events offering sponsorship opportunities shall include, but are not limited to:

- Snowfest
- Pet Expo
- Bunny Blast
- Spring Boutique
- Fourth of July Parade
- Lake Forest Storytelling Festival
- Summer Concert Series
- Family Campout
- Movies in the Park
- Breakfast with Santa
- Halloween Haunt

In addition to the special events identified above, the City may also open sponsorship opportunities for pilot events and one-time celebratory events, such as anniversaries and facility openings, as it deems necessary.

2. Application Requirements

Businesses interested in sponsoring a special event must submit a completed "Lake Forest Special Event Sponsorship Application" form to the Community Services Division by email to the address listed on the form. Application forms will be available on the City's website and upon request. Businesses must also submit the associated sponsorship fee. Monetary sponsorships must be paid to the City in the form of a check made out to "City of Lake Forest" and be received within 10 days of application submission. Relative to in-kind sponsorship, the sponsor must submit a detailed list of in-kind goods or services with approximate monetary value offered to the City in return for sponsorship status at any level within 10 days of application submission.

3. Ineligible Sponsors

No sponsor will be permitted that:

- Promotes a political candidate, ballot initiative, or cause.
- Within the previous 12 months leading up to the special event, has conducted business with the City and/or had an active professional or maintenance services contract with the City.
- Promotes products or services that may be considered offensive or distasteful, or considered "adult entertainment."
- Promotes products or services that are contrary to public health, safety, or welfare, such as tobacco, marijuana, or alcohol related products.
- Conflicts with any applicable federal, state, or local law, statute, or ordinance.
- Claims that it and/or its goods and services are endorsed by the City as a result of sponsoring a City special event.

4. Sponsor Responsibilities

At the time of application, all prospective sponsors must provide the City with a business logo and/or correct spelling and pronunciation of the business name. Additionally, all approved sponsors must either attend a City Council meeting to receive a Certificate of Recognition, collect the certificate following the City Council meeting, or provide a mailing address to which the City may send the certificate, if applicable relative to the sponsorship level. Approved event sponsors eligible for and utilizing an available booth space at the sponsored event, must attend the event and staff the booth.

5. Staff Responsibilities

City staff is responsible for operating the program including, but not limited to:

- Soliciting sponsorships from local businesses verbally or in writing.
- Creating and circulating a sponsorship packet detailing the event date, application deadline, sponsorship tiers, and associated benefits.
- Exercising due diligence when evaluating sponsorship applications in order to determine the benefits, risks, and unintended consequences of the proposed sponsorship.
- Identifying the objective that the sponsor is trying to achieve (such as legacy, sales, exclusivity, and/or general support of a cause).

Following the receipt of the Lake Forest Special Event Sponsorship Application, staff will evaluate sponsorship applications based on the following criteria:

- Compatibility of the products, customers, and promotional goals with the anticipated demographics of the special event's attendees.

- The prospective sponsor's previous record of involvement in community events.
- Compatibility with this Policy.

The Community Services Director will review all applications and provide final determination regarding acceptance of the proposed sponsorship. Community Services staff will provide communication in writing to the sponsorship applicant regarding approval of the sponsorship application.

In addition to staff review procedures provided above, the Community Services Director may negotiate sponsorship benefits with businesses interested in sponsoring special events at his or her discretion. The Director of Community Services may also override staff's determination with respect to a prospective sponsor by approving or denying a prospective sponsorship application and/or cancelling any agreement with an event sponsor.

In the event the sponsorship application is approved, Community Services staff is responsible for collecting sponsorship payment from the business, individual, or nonprofit. Additionally, Community Services staff is responsible for providing all sponsorship benefits to approved event sponsors in accordance with the sponsor's sponsorship level. Depending on the sponsorship level, these benefits may include, but are not limited to:

- Recognition on the City's website.
- Certificate of recognition from the City.
- Company logo included on any print advertisements for the event.
- Booth at the event.
- Shared social media posts.
- Company recognition during announcements.
- Company logo featured on promotional items.
- Special recognition at a City Council meeting.
- Preferred booth placement at the event.
- Company sponsorship acknowledged in the City's quarterly brochure, *The Leaflet*.

Approval of an event sponsorship application does not constitute an endorsement of the sponsor or its products and/or services. The City may identify event sponsors but shall not endorse individuals, organizations, products, or services. The City may publish an event sponsor's name, logo, slogan (upon review), product and/or service description, and/or contract information. However, the City will not publish statements that advocate, contain price information or an indication of associated savings or value, request a response, or contain comparative or qualitative descriptions of products, services, or organizations on behalf of an event sponsor.

D. Appeals

Businesses that feel they did not receive all sponsorship benefits promised to them at their chosen sponsorship level may appeal their sponsorship status with the Director of Community Services. The appeal request shall be in writing and submitted to the Director no later than ten (10) days following the event. Within twenty (20) days of receiving the appeal request, the Director shall provide the appeal hearing. The Director shall have the right to determine if staff fulfilled its commitments as outlined above. Should the Director find that the City did not adhere to its obligations, he/she may issue a full and/or partial refund of the sponsorship fee. The business may appeal the decision of the

Director to the City Manager or his/her designee within ten (10) days in writing. The City Manager or his/her designee's decision on such an appeal shall be final.

Businesses whose applications have been denied or whose sponsorship has been canceled shall have ten (10) days from the date of the denial to request an appeal hearing with the Director of Community Services. The appeal request shall be in writing and submitted to the Director. Within twenty (20) days of receiving the appeal request, the Director shall provide the appeal hearing. The Director shall have the right to overrule the application denial, uphold the application denial, or take any other action deemed appropriate. The business may appeal the decision of the Director to the City Manager or his/her designee within ten (10) days in writing. The City Manager or his/her designee shall provide an appeal hearing within twenty (20) days of receiving the appeal request to consider the decision of the Community Services Director. The City Manager may overrule the decision of the Community Services Director, uphold the decision, or take any other action deemed appropriate. The City Manager or his/her or her designee's decision on such appeal shall be final.

E. Authority

This Policy is adopted pursuant to the authority granted in and consistent with Chapter 13.04 of the Lake Forest Municipal Code, along with the authority of the City Manager. This Policy may be amended at the discretion of the City Manager at any time.


Debra Rose, City Manager

3-10-22
Date