CITY OF CONCORD
CO-SPONSORSHIP POLICY

PURPOSE

The purpose of this policy is to provide requirements for the evaluation, administration, and acceptance of co-sponsorship requests received by the City of Concord for non-city organized events. For all other events, refer to the City Events Policy.

The City recognizes the value of partnering with qualifying local groups and the benefits to the community while still upholding fiscal responsibility. Co-sponsorship is the contribution of in-kind support by the City to an external entity, in exchange for which the external entity: (a) acknowledges the City and the City's contribution; and (b) grants to the City the right to associate the City's name, products, or services with the external entity or the external program or service.

POLICY

Since a co-sponsorship affiliation may affect the reputation of the City among its citizens and its ability to govern effectively, the City Council retains sole and final decision-making authority for determining the appropriateness of a co-sponsorship association and reserves the right to refuse any offer of co-sponsorship if deemed to not be in the best interest of the City, or if acceptance would create a conflict of interest for the City. **The City of Concord reserves the right to refuse any request of co-sponsorship.**

ELIGIBILITY CRITERIA REVIEW

In the event of conflict between the Co-Sponsorship Policy and other City policies, this policy will prevail pending proper approvals. City Council, at its discretion, may grant deviations to this policy.

The City's Emergency Management Coordinator is responsible for the initial assessment of co-sponsorship requests that are received in the form of an application. The City's Emergency Management Coordinator will seek consultation with appropriate City stakeholders as needed and present eligible applications to City Council for consideration.

In accordance with the policy, co-sponsorship requests will only be considered for events and/or organizations hosting events that meet the eligibility criteria listed below.

- Initial applications must include information regarding any in-kind support that will be needed from City staff or City equipment.

- Eligible applications must include the estimated value of City staff/equipment in-kind support which will be prepared by City staff. Examples of in-kind support include, but are not limited to salaries and benefits of City departments such as, public safety, parks & recreation, marketing & communication efforts, environmental services, transportation, and building & grounds support.
- Only staff-determined eligible applications will be submitted to City Council for consideration.

CRITERIA

1. The organization must provide a service or program that is compatible with those provided by the City of Concord;
2. The applicant must be based in the City of Concord and hold the event which support is requested in the City of Concord;
3. The event should be open to the public and provide services on a non-discriminatory basis;
4. The event organizer must be able to show proof of liability insurance as required by the City of Concord;
5. The event organizer must demonstrate that the organization has the experience and expertise to undertake the planning and execution of the proposed event;
6. Co-Sponsorship applications must be submitted no less than 90 days prior to the event. Any exceptions may be granted by the Emergency Management Coordinator.

OTHER CONSIDERATIONS

The following limitations shall apply to co-sponsorship of any program or event:

a. The applications will be reviewed on a first come first served basis;
b. The availability of City in-kind support at the time of the application;
c. Events or programs under consideration for in-kind support must begin during the fiscal year in which support is given.
d. If alcohol or beverage sales are included, the application must be accompanied by the applicable required ABC permit.
e. The event must be compliant with the City's policies & procedures for Special Events.

PROCEDURE

The applicant shall submit their application (using the City application form) to the Emergency Management Coordinator along with:

- A detailed description or flyer for the event;
- IRS Determination Letter (if applicable);
- W-9 Request for Taxpayer Identification Number and Certification;
- Proposed budget if applicable;
- What in-kind support the applicant is requesting from the City.
- Certificate of Insurance naming City as additional insured

IN-KIND SUPPORT
The Emergency Management Coordinator will work with City staff to determine the value of in-kind services. Personnel costs will be determined by accessing current payroll information and equipment/vehicle values will be calculated with the current adopted FEMA rates and/or the City Fee Schedule.

A co-sponsorship application is not complete unless it includes all of the documents listed above. Incomplete applications will not be considered and any exceptions must be approved by the Emergency Management Coordinator.

APPROVAL
All co-sponsorships applications that staff deems complete will be submitted to the City Council. The Emergency Management Coordinator will provide the information to the City Clerk so the item can be added to the City Council agenda.

The City Council will have the final determination as to whether the application is approved or denied, at a regularly scheduled Council meeting.

RESPONSIBILTY
It is the responsibility of City staff to adhere to this policy.

It is the responsibility of the City's Emergency Management Coordinator to review and recommend any changes to this policy as needed. Any changes must be approved by the City Council.

The Emergency Management Coordinator will notify the applicant regarding the City Council decision.

NON-APPROVAL
Applications that do not receive co-sponsorship approval may still be allowed to hold their event. Those groups would follow the normal procedures for holding events in the City, and the City's associated costs for these events would need to be paid before the permit is issued for the event.