

RESOLUTION NO. 08-22

**A RESOLUTION OF THE ALBANY CITY COUNCIL APPROVING AN
EVENT CO-SPONSOR POLICY**

WHEREAS, each year, the City of Albany hosts community-wide special events and programs whereby the City solicits cosponsors; and

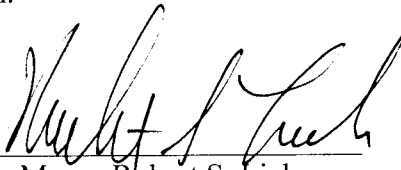
WHEREAS, cosponsors are defined as Albany-based community organizations and/or businesses that support the City of Albany events through direct funding and/or volunteer service; and

WHEREAS, an Event Cosponsor Policy is needed to clearly establish the mutual obligations of the City and organizations supporting City events; and

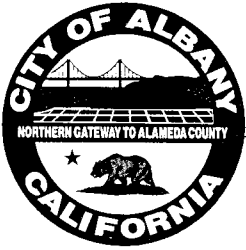
WHEREAS, City staff administers the Co-sponsor Policy; and

WHEREAS, the Park and Recreation Commission reviews and amends the policy as needed,

NOW THEREFORE IT BE RESOLVED, that the Albany City Council approves the attached Event Cosponsor Policy (Exhibit A), which the Albany Park & Recreation Commission is hereby authorized to amend from time to time for reasons of equity, efficiency, or administration.



Mayor Robert S. Lieber



City of Albany

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CITY ATTORNEY

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CITY CLERK

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CITY COUNCIL

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FAX (510) 528-5797

**COMMUNITY DEVELOPMENT &
ENVIRONMENTAL RESOURCES**

- Building
- Engineering
- Environmental Resources
- Maintenance
- Planning

PH. (510) 528-5760
FAX (510) 524-9359

**FINANCE & ADMINISTRATIVE
SERVICES**

CITY TREASURER

PH. (510) 528-5730
FAX (510) 528-2743

**FIRE & EMERGENCY MEDICAL
SERVICES**

PH. (510) 528-5771
FAX (510) 528-5774

PERSONNEL

PH. (510) 528-5714
FAX (510) 528-5797

POLICE

PH. (510) 525-7300
FAX (510) 525-1360

**RECREATION & COMMUNITY
SERVICES**

1249 Marin Avenue

PH. (510) 524-9283
FAX (510) 528-8914

- Friendship Club/
Childcare Program
PH. (510) 524-0135
- Senior Center
PH. (510) 524-9122
FAX (510) 524-8940
- Teen Center
PH. (510) 525-0576

RESOLUTION NO. 08-22

PASSED AND APPROVED BY THE COUNCIL OF THE CITY OF ALBANY,

this 19th day of May, 2008, by the following votes:

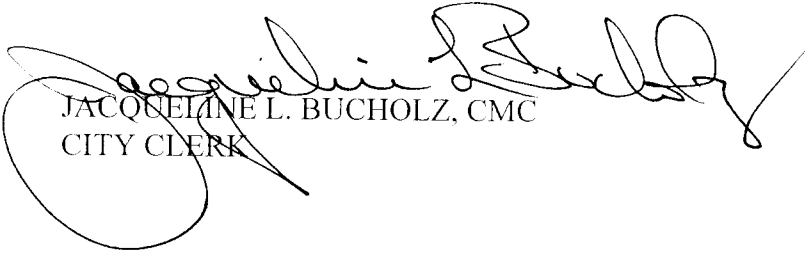
AYES: Council Members Atkinson, Javandel, Okawachi, Wile & Mayor Lieber

NOES: None

ABSENT: None

WITNESS MY HAND AND THE SEAL OF THE CITY OF ALBANY, this 4th

day of June, 2008.


JACQUELINE L. BUCHOLZ, CMC
CITY CLERK

*The City of Albany is dedicated to maintaining its small town ambience, responding to the needs of the community,
and providing a safe, healthy environment now and in the future.*



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City of Albany
Event Co-sponsorship Policy

Purpose: Each year, the City of Albany hosts community-wide special events and programs, some of which are supported by Albany-based community organizations and businesses through direct funding and/or volunteer service. The terms applicable to this support have been informally developed and applied. This Event Co-Sponsor Policy is intended to clearly establish the mutual obligations of the City and organizations supporting City's events through use of a new co-sponsorship agreement between the City and co-sponsors. "Event" represents any special event or program hosted by the City of Albany.

Policies and Procedures

A. Co-Sponsorship Criteria

1. There are two levels of co-sponsorship for City events:
 - a. **Level 1: Event Partner** – An Event Partner assists City staff in the planning and organization of the event which typically begins several months prior to the event. Event Partners are required to have representatives at planning meetings and assist with the organization and implementation of the event. For example, depending on the event, Event Partners may assist by booking bands or other musical entertainment, coordinating food and beverages, coordinating supplies for the event, communication, etc. Event Partners also contribute financially either by a cash donation or by directly paying for a portion of event such as entertainment, guest speakers, staff, food, and/or supplies, etc.
 - b. **Level 2: Event Sponsor** - An Event Sponsor supports the event through cash donations and/or a significant amount of in-kind support the day of the event. In-kind support includes, but is not limited to providing volunteers the day of the event, paying for entertainment, food, or any other supplies that may be needed for the event.
2. Other organizations may be a part of the event as **Event Participants**, but would not be considered a Co-sponsor. An Event Participant participates by hosting a booth, table, or other area for the purpose of enhancing the event, but primarily for promoting its own organization.
3. The City reserves the sole and exclusive authority to determine which events or programs are suitable for Event Partners, Sponsors, and/or Participants, and to accept or decline an application from an Event Partner, Sponsor, or Participant. Event Partners, Sponsors, and Participants must support the event in a manner that fits with the theme of the event. For instance, if a participant wanting to sell ice cream and hot dogs applies for a booth and the event's theme is health and wellness, the participant's application would most likely be declined.
4. Any group wishing to submit a proposal for a new community-wide event in which the City and Co-sponsors work together may do so by written proposal to the appropriate City department head. The proposal must include: (1) a description of the event; (2) the purpose for the event; and (3) a complete list of City resources that will be needed including costs, supplies, and staff time. The City department head will evaluate the proposal based on the availability of resources and staff time to determine if the City is able to offer the event.

B. City Responsibilities

1. Prior to any event for which the City is seeking co-sponsors, the City will solicit via its website, emails to potential donors, kiosks, and official posting areas an ad soliciting Event Partners, Sponsors, and/or Participants. The City will specify a timeline for submitting the Event Co-sponsor application and notify each organization interested in becoming a co-sponsor and/or participant after the deadline to confirm the organization's participation in the event.
2. The City shall determine what City equipment and materials will be made available for use at the event by co-sponsors.
3. The co-sponsor logo and/or name will appear on all advertising material pertaining to the event as determined by the City. Once donations have been pledged, the Recreation and Community Services Director will establish an advertising agreement with the co-sponsors.
4. Priority for City resources and advertising will be given to Level 1 and Level 2 as described in section A1, in that order

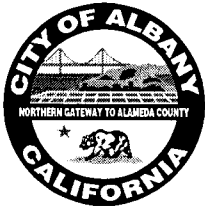
C. Group Responsibilities

Co-sponsors shall,

1. Designate a contact person to be responsible to the City regarding all ongoing activities associated with the event.
2. Comply with all limitations, requirements, and regulations governing the use of City facilities.
3. Provide proof of insurance, as requested.

D. Cash Donations

1. All cash donations shall be directed to the City.
2. Should a co-sponsor choose to support an event through a cash donation, the Recreation and Community Services Director must approve the donation. Once approved by the Recreation and Community Services Director, cash donation will be added to the upcoming Council agenda for final approval.
3. Funds approved by the City must be consistent with the conditions of this policy and will be used exclusively for the event in which the donor specifies.
4. An advertising agreement will be established between the Recreation and Community Services Director and the donor in return for the cash donation.



**CITY OF ALBANY
RECREATION AND COMMUNITY SERVICES**

Application for Co-sponsorship

Name of Group/Organization _____

Contact Person: Name: _____

Address: _____

Phone _____

Number(s): _____

E-Mail Address: _____

Name of Event/Program _____

Date of Event/Program _____

Description of group's purpose and specific role/function at the event/program:

Cash Donation: \$ _____

Submitted by: _____

Title

Date

(For office use only)