



# City of DeLand One Time Sponsorship Request Application

Revised December 2015

Please print or type application. All sections must be completed for the application to be accepted. Any questions should be directed to the Administrative Services Department at the City of DeLand, at (386) 626-7000. Please return in person, fax: 386-626-7140 or email: [greboszm@deland.org](mailto:greboszm@deland.org).

**Date of Submission of Application:** \_\_\_\_\_

**Applicant:** \_\_\_\_\_ Indiv.  Corp.  501c3

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Contact:** Bus/Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_ Fax Number \_\_\_\_\_

**Name of Activity to be Sponsored:** \_\_\_\_\_

**Date(s) Requested:** \_\_\_\_\_

**Location of Activity:** \_\_\_\_\_

**Brief Description of Activity:** \_\_\_\_\_

\_\_\_\_\_

**Amount Requested:** \$ \_\_\_\_\_

*(Please note a max of \$750 can be requested)*

**If not monetary, what service is requested:** \_\_\_\_\_

**Explain how the sponsorship will generate an economic benefit to for the City:**

\_\_\_\_\_

\_\_\_\_\_

**Has the City Commission declared or established a sponsorship role by the City:** YES  NO

**Has this activity been sponsored by the City in the past:** YES  NO  If YES, when: \_\_\_\_\_

**For City Use Only:**

Approve  Deny

**Date**

\_\_\_\_\_

\_\_\_\_\_



## CITY OF DELAND

### ONE TIME SPONSORSHIP POLICY

120 S. Florida Avenue, DeLand, FL 32720

Revised November 2, 2015

#### **I. Definition(s)**

Sponsorship: is the contribution of monetary or 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; (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.

#### **II. Evaluation Criteria**

Since a sponsorship affiliation may affect the reputation of the City among its citizens and its ability to govern effectively, the City retains sole and final decision-making authority for determining the appropriateness of a sponsorship association and reserves the right to refuse any offer of sponsorship. Any proposal for sponsorship in which the involvement of an outside entity is likely to compromise the public's perception of the City's negatively or its ability to act in the public interest will be rejected.

The following criteria shall be evaluated to determine the role and extent of any City of DeLand sponsorship:

1. Whether the program or activity aligns with the strategic goals of the City of DeLand;
2. The costs of such sponsorship meet a greater public good by providing or expanding public service;
3. If the sponsorship in request will, or has the ability to, generate an economic benefit for the immediate community or the City of DeLand as a whole;
4. The likelihood that the request will contribute positively to the recognition and image of the City of DeLand;
5. Experience of the City of DeLand relative to the requestor(s) past performance, or other information regarding the requestor(s) history of performance.
6. If the City Commission, has declared or established a role of sponsorship by the City.

#### **III. Limitations**

The City of DeLand shall not sponsor any program, activity, person, or organization where such a request:

- The availability of City funds at the time of the request.
- Funding will be allocated for the budget year: 50% for the first six months and 50% for the second six months.
- An event request cannot exceed more than \$750 per occurrence.
- It cannot be a recurring request; it must be a unique, one time request on an annual basis.
- It cannot be primarily for commercial promotion or personal gain.

- It cannot promote the sale or consumption/sale of:
  - Alcoholic beverages, tobacco products, illegal drugs, gambling, erotic materials or services.
- It cannot promote political parties or political advocacy groups.

#### **IV. Procedure for Requesting One Time Sponsorship**

The requestor(s) shall submit a written request to the City Manager which addresses the following issues:

- The scope of the proposed sponsorship request as defined above.
- The location to be utilized for the proposed request (if applicable).
- The dates required for the proposed request.
- If not monetary, the level of municipal services, which may be required should approval be granted for the request.

Annually, the City Commission will set a funding amount for one time annual sponsorships for the City Manager to administer. The funding will be split and awarded in the first half and the second half of the fiscal year. If a funding was not completely used in the first half, that funding can be rolled over into the second half and awarded.

The requestor will be required to submit a written sponsorship request to the City Manager no earlier than 180 days prior and no later than 30 days prior to the sponsorship request date, if applicable.

#### **V. Approval**

Staff will review each request based upon the evaluation criteria set forth in this policy. The applicant has the option to appeal to the City Commission upon a staff denial. The City Commission will have the final determination as to whether the appeal of the request is approved or denied at a regularly scheduled City Commission meeting.