



# Grants and Sponsorships: How to Choose the Right Funding Source for Your Organization's Needs



## ***What Are Grants?***

Grants are funds provided to organizations for use to start something new, to pay for important equipment or training, and/or to support the costs of specific projects or programs.

## ***What is Sponsorship?***

Sponsorship is an exchange of financial or in-kind support of an event for mutual marketing which includes, but is not limited to ads, promotions, logo placements, event signage.

# City of Sebastopol

## COUNCIL POLICY



SUBJECT	RESO NO	POLICY NO	EFF DATE	PAGE
<b>COMMUNITY SPONSORSHIP</b>	N/A	84	9/7/2021	1 of 5

### I. OVERVIEW

The City of Sebastopol recognizes that sponsorships play an important role in supporting our community and providing support for community events that are held for the following purposes:

- Support of nonprofit organizations, service clubs, groups or organizations serving the Sebastopol community;
- Cultural, recreational and educational activities;
- Promotion of the City of Sebastopol

In order to expand access to a wide range of cultural experiences and diversified community connections for all its residents, the City of Sebastopol provides limited assistance to local organizations in support of community events that are consistent with the goals and priorities of the City and that serve a public purpose.

City sponsorship reflects support of specific events by an organization. Therefore, requests for funding/fee reductions must be for events operated by an organization, as opposed to a contribution to an organization's general operating expenses. The intent is that the general public will receive some intrinsic cultural, economic, educational, or recreational entertainment value from the event, while raising revenues to support and potentially enhance the delivery of services that support the vision of the City of Sebastopol with the aim of enhancing the connectivity between businesses and the greater community. Community sponsorships can be an effective means of generating new revenue and building community partnerships.

### II. PURPOSE

The purpose of this policy is to promote significant and special community events primarily benefitting the Sebastopol community. This is not a grant program. This policy sets parameters for the approval of City sponsorships for community events conducted by local organizations. City sponsorship may consist of monetary funding and/or in-kind support. Community sponsorships can be an effective means to identify the event with the City and building community partnerships while raising revenue.

### III. DEFINITIONS

**Community Sponsorship Account** – Account established to offset the costs of providing City support for community events. The City Council determines how much to allocate to this account through the annual budget process.

**Organization** – Includes nonprofit institutions and service organizations registered to do business in the State of California; groups or organizations, educational institutions, and for purposes of this policy, are those entities which have their principal location in Sonoma County, and which exist primarily to provide

services or engage in activities for the public benefit of the Sebastopol community.

**Event** – A local celebration, fundraiser, cultural, recreational or educational activity that demonstrates a public benefit and/or community programs held for the primary purpose of raising funds for a City of Sebastopol or Sonoma County-based nonprofit (or not-for-profit) organization and for which other intrinsic cultural, recreational, entertainment or educational value is provided for the benefit of the public.

**Sponsorship** – A sponsorship is any monetary or in-kind support from the City (City logo, City staff time, public safety services, and the use of City facilities or property, event permit fees, etc.) to the organizing agency that helps offset the costs of the event operations.

#### **IV. GENERAL POLICY**

The budget for the community sponsorship program, including determination of the source of funding to offset this sponsorship program, shall be established by the City Council each year during the annual budget process. The fiscal year shall begin July 1 of each year and end on June 30 the following year. Applications will be processed on a first-come, first serve basis.

Sponsorships will only be provided for events and organizations meeting the eligibility criteria stated in this policy (see Section VIII). City staff will review sponsorship applications and make a recommendation to the City Council for final approval. The Administrative Services Department shall be responsible for accounting for the Community Sponsorship account; and shall keep a listing of all organizations and programs receiving sponsorships through this program; and shall maintain a balance of funds available.

Special Event requirements, conditions of use for facilities and equipment, insurance and other requirements must be followed according to City policies, codes and ordinances. Failure to comply with the City permitting requirements within the time constraints will result in the organization being ineligible for future sponsorships.

#### **V. FUNDING LIMITS**

The City Council shall determine the Community Sponsorship account balance during the budget process each year. Community sponsorships may be provided to eligible organizations (see Section VIII).

In the case of partial funding for a program, costs owed to the City, other than those covered by a sponsorship per this policy, shall be paid by the sponsoring community organization and are due 30 days before the event.

#### **VI. APPLICATION REQUIREMENTS AND PROCESS**

- 1) A community sponsorship application must be submitted on the attached form indicating:
  - a. name and contact information for the event organizer(s)
  - b. the local office/headquarters of the organization
  - c. the organization's purpose/mission
  - d. the event dates, and times which include set-up and tear down times needed, a parking plan, and proposed location

- e. expected number of participants
  - f. statement that the event will be available to the general public
  - g. the purpose of the event
  - h. how the organization and proposed event benefits the Sebastopol community and meets the criteria within this policy
  - i. an indication of what type of sponsorship is needed for the program
  - j. an outline of the event marketing plan
- 2) A financial outline showing the proposed profit or loss for the event. The financial outline must include income from all sources; and all program expenditures listed by category including but not limited to booth rentals, sound and production, facility rental, food and beverage, concessions, staff, advertising, etc. In-kind contributions and volunteer services shall be listed. The budget will be used to determine the extent to which an organization has obtained diversified funding, in-kind contributions and volunteer resources. Financial outlines that show a deficit must clearly explain how the deficit will be handled.
  - 3) Current proof of 501(c) or others, California contribution registration number and/or other non-profit status must be provided (if applicable, as determined by the City Manager or designee). Proof that the organization's principal location is in the Sonoma County and exists primarily to provide services or engage in activities for the public benefit of the Sebastopol community.
  - 4) A copy of the program's sponsorship criteria/guidelines that outlines the sponsorship categories and benefits of sponsorships at various sponsorship levels.
  - 5) The City may require additional information as necessary.

## **VII. APPLICATION REVIEW/APPROVAL**

Sponsorship applications will be accepted and reviewed on an on-going basis by the City department in charge of the event, program or facility/amenity. The City Council allocates and adopts a limited budget for this program. Approval of sponsorship is determined on a case by case basis related to the eligibility requirements, purpose and goals of each independent event. Sponsorships applications shall be presented to the Administrative Services Department. If all criteria of this policy are met, the Administrative Services Department shall prepare a consent calendar agenda item for City Council consideration.

Approval for sponsorship in one year does not imply or guarantee approval in subsequent years for an organization or an event.

Factors that will be considered include (in addition to the eligibility requirements in the policy):

1. Resources available (e.g. budget, staff, workload capacity, availability of City facilities).
2. Compatibility of the program with the goals and priorities of the City of Sebastopol.
3. Impact of the event on City facilities.
4. Risk to the City.
5. Where applicable, ability of the organization to obtain and satisfy the City's insurance requirements including naming the City as additional insured.

6. Benefit to the community; level of cultural enrichment.
7. Enhances community unity and City values.
8. Ability to meet City of Sebastopol zero waste requirement.

## VIII. ELIGIBILITY CRITERIA

### Eligible

#### *Event types*

- Events providing a benefit to Sebastopol residents; non-profit organizations holding fundraiser programs primarily serving the Sebastopol community
- Events that contribute positively to the recognition and image of the City of Sebastopol
- Events that are available to the general public
- Events and organizations that demonstrate that they can meet the necessary requirements of the agreement

#### *Organization types*

- Organizations and programs in good standing with the City of Sebastopol in relation to organization's past performance
- Organizations that agree to do the following (failure to do so will result in future ineligibility):
  - a. Obtain all required permits, clearances, insurances and program authorizations within time restraints in compliance with the Code of the City of Sebastopol, policies and Special Events Policy requirements and State and Federal Laws.
  - b. If sponsorship includes rental of a City of Sebastopol facility, applicants must fill out application form and is subject to facility availability and adherence to City facility use policies.
  - c. Acknowledge the support of the City of Sebastopol where appropriate, and to include on all printed information and advertising related to the event for which sponsorship was provided the following statement: "This event is sponsored in part by the City of Sebastopol" or other statement approved by the City of Sebastopol.
  - d. Allow the City of Sebastopol to have a space at the event if the City so desires (at events where a sponsorship space is appropriate) for the purposes of distributing information regarding City services and community programs. This space shall be provided at no cost to the City.
  - e. Provide the City with whatever benefits are afforded other sponsors of similar sponsorship levels (i.e. logo display, sponsor table, advertising benefits etc.)
  - f. Ensure appropriate ADA accessibility at event, and when portable toilets are required for events, must ensure that at least one ADA accessible portable is provided.
  - g. City must review all materials with City logo prior to release.

### Not eligible

1. The City will not award sponsorships to any religious church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the

purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message.

2. Political organizations and/or individual campaigns are not eligible for sponsorships for programs they conduct.

3. Organizations that discriminate on the basis of age, race, sex, sexual orientation, marital status, disability or national origin are not eligible for sponsorships for programs they conduct.

4. Individuals, or groups providing a restricted guest list, are not eligible for sponsorships.

5. For-profit organizations are not eligible for sponsorships for promotional programs for which the organization/corporation or its employees or officers will gain personal benefit (i.e. a sales promotion).

**ATTACHMENT:**

Request for Sponsorship Application

Insurance Requirements

Zero Waste Event Goal Resolution

**COMMUNITY EVENT SPONSORSHIP REQUEST**

# **Application**



City of Sebastopol  
ADMINISTRATIVE SERVICES DEPARTMENT  
7120 Bodega Ave  
Sebastopol, CA 95472

707-823-7863  
Fax: 707-823-1135

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## **FILING INSTRUCTIONS**

Please review these instructions carefully in order to completely and accurately file your application:

**1. PREPARE YOUR APPLICATION PACKET** containing the following:

- One (1) application packet, single sided, 8 ½ x 11, white paper, unbound, unstapled, unpunched. Color documents may be included if desired for clarity and detail. Application packet will contain the following:
- Application with signature
  - Attachments as necessary for further explanation of application content, all 8 ½ x 11" or smaller in size

**2. RETURN COMPLETE APPLICATION PACKET** in a sealed envelope via mail or hand delivery to:

City of Sebastopol  
Administrative Services Department  
7120 Bodega Ave  
Sebastopol, CA 95472

**ATTN: SPONSORSHIP REQUEST**

**3. SUBMIT.** Incomplete packets will not be considered until all required information is received.

# Application

**FOR CITY USE ONLY**

Date Received: \_\_\_\_\_

Original Sponsorship Application

Sponsorship Request Letter

**Complete –**

- OR -

**Incomplete – return to Applicant**

## 1. GENERAL INFORMATION

Date of Request: \_\_\_\_\_

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

Name of Organization: \_\_\_\_\_

Organization Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Federal Taxpayer I.D. No: \_\_\_\_\_

Sebastopol Business License No. (Required for any work or service performed in city limits)

\_\_\_\_\_

Non-Profit Tax Status (verification must be attached):

501(c):            Yes            No

Other class (specify):

**2. STATEMENT OF PURPOSE**

1. Description of services or event being provided to the city. (Describe the event/activity and explain the impact you believe that it will have on the Sebastopol community. Will it generate sales tax and/ or bed tax through retail sales or hotel stays? Will it educate and/or provide quality of life to Sebastopol residents/visitors?):

2. How will the city's funds be used? (*Provide specific details regarding your reason for request and how those funds will be spent. Funds are considered per line item, and appropriate information should be provided to assist the City Council's review and decision. If necessary, attach a separate sheet*):

Item	Description	Amount requested
<b>Example: Apple Blossom Festival</b>	<b>Traffic control plan for street closure</b>	<b>2,000</b>

3. Total number of persons that benefit from or will attend this program or event: \_\_\_\_\_

4. Of the total number benefitting, give an estimate of the percentage (%) of Sebastopol residents that participate in said benefit:

\_\_\_\_ Resident    \_\_\_\_ Non-Resident

### 3. **AGENCY BUDGET**

#### 1. Sources of Funding:

A. Sebastopol Support: List any and all funding requested from the City of Sebastopol, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding request:

Type of Request	FY 20-21 Requested Amount	Funds Received	FY 21-22 Requested Amount	Reason for and/or description of request
<b>Example: Sponsorship</b>	\$1,000		\$1,500	

B. Community Support: List any and all funding requested from other community partners, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested and the actual amount received, and a description of the funding requested (If necessary, attach a separate sheet.):

Agency providing funds	FY 20-21 Requested Amount	Approved Amount/ Funds received	FY 21-22 Requested Amount	Description of Contribution (in-kind, sponsorship, event, grant)
<b>Example: Sonoma Valley Foundation</b>	\$10,000	\$5,000	\$10,000	Education grant

2. Budget: Please provide event budget. (If necessary, attach a separate sheet.)

GRAND TOTAL OF EXPENDITURES: \$ \_\_\_\_\_

**4. SIGNATURE AUTHORIZATION**

1. Identify the principal (owner, president, or equivalent) who is ultimately responsible for the applicant's event:

NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

2. Signature of authorized official:

The undersigned does hereby confirm that the information herein is true and correct, that the applicant agency meets the criteria set forth herein, and that the applicant agency agrees to comply with all requirements.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**- END OF DOCUMENT -**

## **City of Sebastopol Special Event Permit Insurance Requirements**

As a condition of use of City of Sebastopol facilities or programs, your organization must provide, at your sole expense, each of the following items as indicated:

Proof of insurance comprised of a certificate of insurance and original policy endorsement of comprehensive general liability insurance written by one or more responsible insurance companies licensed to do business in California. This coverage requires the following:

1. The **City of Sebastopol, its officers, officials, employees, and volunteers** are to be named as additional insured by endorsement against liability for injury to persons, damages to property and for the death of a person or persons arising or resulting from any act or omission on the part of your organization, its agents, or employees.
2. Liability coverage is required for claims made by participants in your event/program. You are advised that any and all exclusions pertaining to athletic or recreational event/programs must be disclosed in the endorsement, and failure to do so will not necessarily insulate your organization from individual liability for claims made as a result of the use of the facilities and your event/program.
3. The insurance provided must be **PRIMARY** with respect to the additional insured named above. Any other insurance available to the **City of Sebastopol, its officers, officials, employees, and volunteers** must be excess and noncontributing. A Primary Non-Contributory Endorsement is required.
4. The comprehensive general liability insurance policy limits of such insurance shall not be less than **\$3,000,000 per occurrence for bodily injury, personal injury, and property damage. Please note the City may require an increase in policy limits due to the nature of the event.**
  - a. Any deductible or self-insured retention must be identified and approved by the City. In the event the deductible is deemed to be too great, the City may require you to have your insurer eliminate the deductible or reduce it.
5. You must satisfy these requirements by furnishing the City with certificates of insurance and endorsements affecting the required coverage. The certificates and endorsements are to be on ISO-approved forms.

**Note:** Please inform your insurance agent that a “Certificate of Insurance” on Form Accord 25 by itself is not sufficient. A certificate of endorsement naming the **City of Sebastopol, its officers, officials, employees, and volunteers** as additional insured is required.

The City will *not* accept a certificate of insurance alone as proof of insurance coverage. The City will *not* accept the wording listed below in the Description of Operations box on the certificate of insurance.

The original endorsement must specifically list the following:

“The **City of Sebastopol, its officers, officials, employees and volunteers** are additional insured against liability for injury to persons, damages to property and for the death of a person or persons arising or resulting from any act or omission on the part of your organization, its agents or employees.

## Special Event Permit Insurance Requirements (continued)

**This insurance is primary with respect to the additional insured** named above. Any other insurance available to the **City of Sebastopol, its officers, officials, employees and volunteers** shall be excess and noncontributing.”

6. If alcohol is to be sold, the proof of insurance must contain liquor liability and must be satisfactory to the City.

You are strongly urged to show this Notice of Conditions (including the precise wording of these insurance requirements) to your insurance agent or broker. Doing so will help you, your agent, and the City process the proper documents in a timely manner.

You must provide the City with the required endorsements 10 days prior to the start of your event/program. Each endorsement shall be subject to approval by the City of Sebastopol as to form and as to insurance company.

RESOLUTION NO. 6214

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEBASTOPOL  
APPROVING AND ADOPTING A GOAL TO ACHIEVE 'ZERO WASTE" BY 2030

WHEREAS, THE Sonoma County Local Task Force on Integrated Solid Waste Management has recommended that the Cities of Sonoma County adopt a Resolution establishing a goal of Zero Waste by 2030, and;

WHEREAS, this recommendation builds on all previous efforts including but not limited to the County Integrated Waste Management Plan (CIWMP), the Solid Waste Advisory Group (SWAG), and the Sonoma County Waste Management Agency, as well as state initiatives and requirements; and;

WHEREAS, the City of Sebastopol has met and exceeded the 50% diversion goal set by the California Integrated Waste Management Act of 1989 (AB 939) by substantially reducing, reusing, recycling, and composting before landfilling, and is now working toward the statewide 75% recycling, composting, or source reduction of solid waste by 2020; and;

WHEREAS, the US EPA has estimated 50% of all GHG emissions are caused by the extraction, production, transportation, and use of goods, including food, products and packaging, and that Zero Waste minimizes GHG production and therefore supports Sonoma County's Climate Initiative; and;

WHEREAS, in 2016, Sonoma County residents and businesses sent 420,865 tons to the landfill, generating approximately 103,000 tons of carbon dioxide equivalent (Center for Climate Protection Greenhouse Gas Report for 2016) from decomposing organic matter; and;

WHEREAS, the Short-Lived Climate Pollutants Reduction Act of 2016 (SB 1383) requires a 20% reduction of edible food waste by 2025 and a 40% reduction in methane levels by 2030; and;

WHEREAS, the substantial recycling progress to date has been slower than expected and, since 2012, waste disposal per person per day has increased by 35%; and;

WHEREAS, the Sonoma County Central Landfill, a very valuable resource worth preserving, has a remaining capacity of 27 years as recently reported by the Landfill Contract Operator, Republic Services; and;

WHEREAS, Zero Waste principles, in accordance with CalRecycle's (California Department of Resources, Recycling, and Recovery) Zero Waste Hierarchy, promote the highest and best use of materials, emphasize a closed loop system of production and consumption, and move in logical increments toward the goal of reducing waste generation and landfill disposal by more than 90% through:

- Improving "downstream" reuse and recycling of end-of-life products and materials to ensure their highest and best use

- Pursuing “upstream” re-design strategies to reduce the volume and toxicity of discarded products and materials and promote less wasteful lifestyles
- Fostering and supporting the use of discarded products and materials to stimulate and drive local economic workforce development
- Preserving land for sustainable development and green industry infrastructure; and;

WHEREAS, a resource recovery-based economy will create and sustain more productive and meaningful jobs than a disposal-based economy; and;

WHEREAS, the City of Sebastopol will assume a leadership role setting Zero Waste as a goal.

NOW, THEREFORE BE IT RESOLVED, the City of Sebastopol hereby encourages the pursuit of Zero Waste as a long-term goal in order to eliminate waste and pollution in the manufacture, use, storage, and recycling of materials. This goal can be achieved through action plans and measures that significantly reduce waste and pollution. These measures will include encouragement of residents, businesses, and agencies to judiciously use, reuse, and recycle materials, and motivation of businesses to manufacture and market less toxic and more durable, repairable, reusable, recycled, and recyclable products; and;

NOW, BE IT FURTHER RESOLVED, the City of Sebastopol hereby adopts the concept of Zero Waste as defined by Zero Waste International Alliance as a guiding principle for all municipal operations, outreach, and programs and actions within the community; and

NOW, BE IT FURTHER RESOLVED, the City of Sebastopol sets the goal of Zero Waste by 2030 and commits to:

- Empowering these actions and the Sonoma County Waste Management Agency;
- Reducing the total pounds per person per day, currently 4.6, by at least 10% each year;
- Institute and/or expand high diversion and Zero Waste goals and programs for all government facilities, events, and projects;
- Educate the public regarding the environmental and community benefits of reducing wasteful consumption and increasing diversion through reuse, repair, composting, and recycling;
- Strongly encourage all residents, businesses, and agencies to participate in composting and recycling programs while also encouraging them to reduce and reuse;
- Update the Green Purchasing, Environmentally Preferable Procurement (EPP), and Extended Producer Responsibility (EPR) policies;
- Support adoption and implementation of the countywide Construction and Demolition Reuse and Recycling Ordinance;
- Adopt land use policy to facilitate the siting and permitting of processing and end market infrastructure that will be needed to manage the volume of material from higher levels of diversion;
- Support equitable pay and safe working conditions for material management workers;

- Develop a sound financial model that can sustain high diversion and Zero Waste programs and enable long term delivery of quality services to the community.

THE FOREGOING RESOLUTION is approved and adopted by the City Council of the City of Sebastopol on this 16<sup>th</sup> day of October, 2018.

I, the undersigned, hereby certify that the foregoing Resolution was duly adopted by the City of Sebastopol City Council by the following vote:

**VOTE:**

Ayes: Councilmembers Carnacchi, Glass, Gurney, Vice Mayor Hinton and Mayor Slayter  
Noes: None  
Abstain: None  
Absent: None

APPROVED:  \_\_\_\_\_  
Mayor Patrick Slayter

ATTEST:  \_\_\_\_\_  
Mary Gourley, Assistant City Manager/City Clerk, MMC

APPROVED AS TO FORM:

 \_\_\_\_\_  
Larry McLaughlin, City Attorney