



CITY OF IRVINE SPONSORSHIP AND ADVERTISEMENT POLICY

PAGE: 1 of 3

EFFECTIVE: 03/24/2020

REVISED: 03/24/2020

APPROVED: 03/24/2020

A. Policy

1. The City actively seeks Sponsors that assist the City in:
 - a. Meeting community needs;
 - b. Protecting public interests in the short and long term;
 - c. Providing opportunities that are open and accessible to all citizens of Irvine; and
 - d. Meeting City strategic plans, mission, core values and priorities.
2. Sponsorships may be financial (providing funds to the City) or in-kind (providing products or services to the City), in exchange for tangible and/or intangible benefits to the sponsor.
3. Financial and in-kind sponsorships are appropriate for three broad types of City activities and amenities:
 - a. *Events and Program Sponsorship* – City-organized on City property (e.g., sponsor for Irvine Global Village Festival, summer concert series, or Animal Care Center programs).
 - b. *Projects* – specific City-sanctioned project (e.g., donation for a playground).
 - c. *Site sponsorship* – specific City facility, amenity, or feature (e.g., funding or equipment for a Fine Arts studio or Senior Center computer lab).
4. Advertisement may be available through a sponsorship agreement, or through limited advertising opportunities in certain City publications. Revenue generated through opportunities in publications should contribute directly to offsetting publication-related costs to the City.
5. Sponsorship association with the City may not be utilized to the advantage of the sponsor in any competitive bidding, contract or other City-related activity. The City shall strive to ensure all entities and individuals that meet defined criteria have equal opportunities to provide sponsorships.
6. Acceptance of a sponsorship does not imply endorsement of any individual, entity or product by the City of Irvine.
7. Any revenue generated through project or site sponsorships and advertisement, after paying all relevant consultant, staff and other expenses, will be set aside to invest in the City's aging infrastructure and facilities.
8. Any revenue generated through event or program sponsorships should contribute directly to offsetting event or program costs to the City.

B. Definitions

1. *Sponsorship*: financial or in-kind gift from an entity or individual for a specific

EXHIBIT A

program, event, project or site in exchange for tangible and intangible benefits to the sponsor, as designated by agreement. Does not include recognition of grants, unsolicited donations, or any exchange for funds, goods or services not designated by a specific sponsorship agreement

2. *Advertising*: signage or content created by the entity or individual to promote a product or service (placed in a purchased space as designated by agreement). Paid advertising space may be available in certain City printed materials and publications.
3. *Temporary advertising*: temporary display of corporate logos, branding or advertising copy at a City event or on related materials associated with an event or program, as designated by agreement.
4. *Events*: Large-scale activities for the benefit of the public, organized by the City and held on City property, usually a single annual event or annual series.
5. *Programs*: Groups of services or activities developed and implemented by City programming staff at City sites. Not meant to include specific, individual classes, but rather broad areas of support and services (such as Enhanced Care, Third Chance for Pets, and Foster Care programs).
6. *Projects*: one-time City efforts, often with a product or defined end result.
7. *Sites*: specific places, varying in scale from individual features or areas to an entire park or facility.
8. *Marketing benefits*: opportunities provided to the sponsor for temporary visibility of branding, products, name and logo on City property and/or materials.

C. Eligibility

1. The City reserves the right to decline any request for Sponsorship if acceptance is determined not to be in the best interest of, or would create a conflict of interest for, the City. This includes events and programs that conflict with or are duplicative of events and programs already offered by the City.
2. Organizations and businesses generally ineligible for sponsorships include:
 - a. Entities whose revenue is substantially derived from the sale of alcohol, illegal drugs or illegal drug paraphernalia, firearms or weapons, tobacco products, gambling or sexually-explicit materials;
 - b. Entities that promote adult-oriented businesses; and
 - c. Entities with the intent to act on behalf of, in support of, or in opposition to any political candidate or ballot measure, or advocate a political position.
3. Agreements with religious entities shall be considered, provided that the agreed upon purpose neither promotes religious messages, nor advocates or promotes religious beliefs.
4. Nothing in this policy is intended to convert City events into public forums of general speech and/or public expression, except as provided by law. To the extent any City event, site, project or program is designed for a specific purpose or public message, such event, site, project or program shall remain a non-public forum subject to the City's exclusive use and control.

D. Solicitation of Sponsors and Advertisers

1. The City will actively seek sponsorship opportunities.

- a. Site and project sponsorship opportunities will vary, and agreements are subject to approvals as set forth in Section F.
 - b. Event and program sponsorship opportunities, including sponsorship levels and fees, may be tailored to each specific event and program.
 - c. The City may hire a third party to solicit sponsors.
 - d. The Mayor, City Council members and appointed Board and Commission members are prohibited by law from soliciting sponsorships.
2. The City may seek advertisers of products or services that meet the Content Guidelines set in annual Advertising Information Kits for City publications in which advertising is permitted. Availability may be limited, and placement will be considered based on:
 - a. Suitability of advertiser and advertising content for the publication selected.
 - b. Location of advertiser, with priority given to Irvine-based organizations and businesses.
 - c. Content that is complementary and non-competitive to the City's programs and services.
- E. Sponsorship Agreements - Content
1. The City will enter into Sponsorship Agreements with the potential sponsors. These Agreements will include, at the minimum, the following:
 - a. A detailed description of the sponsor's and City's obligations;
 - b. A detailed description of benefits based on program sponsorship level such as, marketing opportunities (product promotion and temporary advertising) on City property and/or at events, free-of-charge booth space at events, City Council acknowledgment in public and/or mention on City publications;
 - c. Authorization enabling the sponsor to promote its/their investment with the City and/or use the City's logo on promotional materials;
 - d. Conditions for termination of the Agreement; and
 - e. Insurance requirement in accordance with City policy.
- F. Sponsorship Agreements - Review and Approval
1. Naming Rights and Sponsorship Agreements of \$100,000 or above, will first be reviewed by the Sponsorship Subcommittee with recommendations being forwarded to the OCGP Board and City Council for approval.
 2. Agreements with proposed funding of less than \$100,000 require City Manager (or designee) approval.
 3. The following criteria shall be considered when reviewing potential sponsorships and benefits to the sponsor:
 - a. Compatibility of prospective sponsor's products, services and marketing goals with the City's mission and values;
 - b. Support of the City's current priorities, programs and core services, as defined in the City's budget or other planning documents;
 - c. Compatibility of sponsorship marketing / advertising with design standards or visual integrity of City facilities and/or events as defined in the City's Logo Policy, Zoning Code, Municipal Code, Naming Policy, and the City's Brand Management and Style Guide;
 - d. Balance of tangible and intangible benefits between the sponsor and the City.

CITY COUNCIL RESOLUTION NO. 20-27

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
IRVINE, CALIFORNIA, ADOPTING A POLICY FOR
SPONSORSHIPS AND ADVERTISEMENTS

WHEREAS, the City of Irvine often seeks a wide variety of sponsorships and advertisements (collectively sponsorships) with entities and individuals to enhance and improve the quality of amenities and services through in-kind and direct financial support; and

WHEREAS, the City values and encourages events, programs, projects, facilities, and services that advance the City's strategic plans, mission, core values, priorities, and budgetary goals, including those focused on meeting community needs and protecting public interests in the short and long term; and

WHEREAS, the City actively seeks and encourages financial and in-kind sponsorship opportunities that are open and accessible to all citizens of Irvine to assist the City with events, programs, projects, facilities, and services; and

WHEREAS, sponsorship proposals are presented periodically to provide improved service levels for Citywide programs and provide innovative City events, programs, projects, facilities, and services; and

WHEREAS, in order to achieve its goals, the City may desire to enter into formal agreements for sponsorships with certain entities and individuals that meet the City's defined criteria; and

WHEREAS, the City Council has the authority and discretion to establish and approve such sponsorships; and

WHEREAS, to expedite consideration, acknowledgment, and acceptance of sponsorships approved from time to time, it is desirable to authorize the City Manager, City Council, and/or other designated City staff to approve sponsorship applications where certain criteria has been met, and where any revenue generated through the sponsorship – after paying all relevant consultant, staff, and other expenses – will be set aside to invest in the City's aging infrastructure and facilities; and

WHEREAS, any revenue generated through City-approved sponsorships should contribute directly to offsetting any event or program costs to the City; and

WHEREAS, sponsorships with entities and individuals are of demonstrable value to City constituents; and

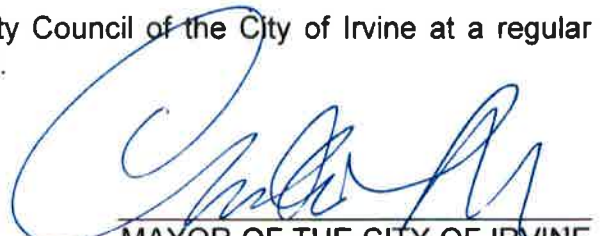
WHEREAS, the City desires to facilitate acceptance, acknowledgment, and review of these sponsorships;

NOW, THEREFORE, the City Council of the City of Irvine DOES HEREBY RESOLVE as follows:

SECTION 1. To adopt and implement the City's Sponsorship and Advertisement Policy, attached hereto as **Exhibit "A"**, whereby the City of Irvine shall pursue, consider, and create by agreement mutually beneficial sponsorships with entities and individuals to provide events, programs, projects, and facilities to the community when such activities align with the City's mission, adopted strategic plans, or budgetary goals.

SECTION 2. To remove Section III: Corporate Sponsorships and references to sponsorship-related procedure from City's existing policy – identified in Resolution 11-53 as the Community Collaborations, City Supported Partnerships, and Sponsorships Policy – superseding those procedures with the City's Sponsorship and Advertisement Policy, attached hereto as **Exhibit "A."**

PASSED AND ADOPTED by the City Council of the City of Irvine at a regular meeting held on the 24th day of March, 2020.


MAYOR OF THE CITY OF IRVINE

ATTEST:

 ASST CITY CLERK
CITY CLERK OF THE CITY OF IRVINE

STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS
CITY OF IRVINE)

I, MOLLY M. PERRY, City Clerk of the City of Irvine, HEREBY DO CERTIFY that the foregoing resolution was duly adopted at a regular meeting of the City Council of the City of Irvine, held on the 24th day of March, 2020.

AYES: 5 COUNCILMEMBERS: Carroll, Fox, Khan, Kuo, and Shea

NOES: 0 COUNCILMEMBERS: None

ABSENT: 0 COUNCILMEMBERS: None

ABSTAIN: 0 COUNCILMEMBERS: None

 ASST CITY CLERK
CITY CLERK OF THE CITY OF IRVINE