

PURPOSE

The purpose of this sponsorship policy is to set forth guidelines and criteria that determine the circumstances under which the City of West Allis may:

- 1) Sponsor an entity's event or activity while providing funds, services, or other consideration.
- 2) Accept funds, services, or other consideration from another entity that wishes to sponsor a city event or activity.

CLASSIFICATION OF EVENTS

City Event/Activity

An event or activity that is created, planned, and implemented by city officers and employees on behalf of the City. Consistent with this policy, other entities may sponsor city events or activities by providing funding, services, or other consideration to assist the City in carrying on the event or activity.

City-Sponsored Event/Activity

An event or activity that is created, planned, and implemented by an entity other than the City. Consistent with this policy, the City may sponsor an event or activity by joining the entity's cause and providing funding, services, or other consideration to assist the entity in carrying on the event or activity.

CRITERIA FOR SPONSORSHIP

1. City Events and Activities

The Events Committee shall review an entity's purpose and mission to determine whether to accept funds, services, or other consideration from another entity in exchange for sponsorship of the City event or activity.

Sponsor Eligibility

- The entity's mission and purpose are not incompatible with the City's Strategic Goals.
- The entity's logo, reputation, or brand does not reflect negatively on the City.
- The entity gives to the City editorial control of the content of any communication to the public related to the entity's sponsorship of the City event or activity.

Application Process

- The Events Committee may solicit potential sponsors for City events or activities and accept offers of sponsorship from entities that wish to sponsor a City event or activity.

Selection Procedure

- The Events Committee may consider any entity that is eligible for sponsorship of a City event or activity.
- The Events Committee may select a sponsor for a City event or activity based on the following factors:
 - The significance of the entity to the West Allis community.
 - The value of the funding, services, or other consideration received by the City.
 - The terms under which the entity is willing to sponsor a City event or activity.
 - Any other relevant factor.

- Upon selecting a sponsor, the Events Committee shall create the terms of the sponsorship and provide a recommendation to the Common Council that the City accept the entity's sponsorship under the terms presented.
- The Common Council may consider the Events Committee recommendation and approve, reject, or modify the proposed sponsorship terms.

2. City-Sponsored Events and Activities

The Events Committee shall review an entity's purpose and mission to determine whether the City should join the entity and sponsor the entity's event or activity. The City will not provide funds, services, or other consideration to an entity unless the entity agrees to abide by this policy.

Entity Eligibility

- The entity's event or activity is similar to events or activities hosted by governments.
- The entity's mission and goals in providing the event, service or program:
 - Are compatible with the City's Strategic Goals.
 - Enhance current City programs or core services by providing additional programming, financial and/or in-kind resources, community outreach, staffing, volunteers or other tangible support to the City.
- The entity's event or activity is open to the public and the Events Committee approves the admittance fee, if any.
- The entity's event provides significant citywide value, presented for the anticipated enjoyment and participation by a broad spectrum of the community.
- The entity does not have sufficient funding to cover its costs without City sponsorship.
- The entity must allow the City to adopt the entity's message as official governmental speech. The City will not adopt the message of religious entities, political parties, or political advocacy groups.
- The entity must allow the City to exercise control over the event or activity and any communication regarding the event or activity. Any communications must adhere to the City's branding and logo guidelines. The City must approve of any promotional materials for the event or activity prior to distribution.

Application Process

The entity must submit an application along with a written proposal to the Events Committee and must provide the following information:

- The legal name and address of the entity organizing the event or activity.
- A description of the entity, including its purpose and goals or mission.
- Proof of non-profit status for federal income tax purposes.
- The name of the representative with the entity that is prepared to meet and work with a City representative.
- A description of the event or activity and explanation of how it meets the eligibility requirements in this policy.
- The proposed event date(s), including dates for event load-in and load-out, location, event size and scope, and anticipated public attendance.
- A description of the number of volunteers and volunteer hours anticipated for event coordination and implementation.
- A description of how the event will be marketed and indicate the ways in which the City would be recognized on marketing materials.

Selection Procedure

- The Events Committee shall evaluate the entity's application and proposal.
- The Events Committee shall evaluate the entity and its representatives for their experience in planning and implementing similar events.
- The Events Committee shall determine if sufficient resources exist to allow the City to sponsor the event or activity.
- Upon determining whether the City should sponsor an entity's event or activity, the Events Committee shall create the terms of the sponsorship and provide a recommendation to the Common Council that the City sponsor the entity's event or activity under the terms presented.
- The Common Council, itself or by a committee thereof, may consider the Events Committee recommendation and approve or reject the proposed sponsorship terms.

Agreement

If the Common Council accepts the sponsorship of an entity for a City event or activity or decides to sponsor an entity's event or activity, the City and the entity shall execute an agreement containing the material terms and obligations approved by the Common Council. The Agreement will include a description of the contractual relationship, roles and responsibilities of the City and the entity. Indemnification and insurance may be required as part of the Agreement in accordance with City policy.