

**City Sponsorships Policy****6.1.11****PURPOSE**

The purpose of this policy is to both ensure the City invests public funds judiciously by ensuring specific criteria are met when authorizing City sponsorships and receives a significant benefit through its sponsorships, and to document the approval process for the sponsorship of events and organizations. Sponsoring events and organizations are an integral component of community involvement and support; however, they should not be commonly used given the City's ongoing budgetary constraints. Sponsorship of events and organizations constitutes an investment of public funds.

**POLICY**

Department Directors are authorized to approve City sponsorships of events and organizations within the following guidelines:

1. The sponsored amount does not exceed \$10,000 per event/organization per year. Any sponsorships that exceed this amount require City Manager approval.
2. The sponsorship of the event or the organization follows the City's Code of Ethics policy.
3. The sponsorship of the event or the organization does not constitute a political contribution or a contribution to a fundraiser.
4. The sponsorship fulfills at least one of the following criteria:
  - a. Advances City Council adopted priorities,
  - b. Supplements a City-provided service,
  - c. Furthers a City Council approved special project or geographically focused City effort, or
  - d. Enhances the City's public image and regional presence
5. The City receives a clear benefit, such as:
  - a. Recognition at the event,
  - b. Inclusion of the City's logo in event materials (e.g. agenda, brochures, or website),
  - c. A table for display of City materials, or
  - d. Exchange of information, including event attendance by employees.

**PROCEDURE**

**To request a payment for sponsorship in an amount that does not exceed \$10,000 per event/organization per year:**

**To request a check for the sponsorship:**

1. Department to submit a Director approved memorandum and an accounts payable edit list with an appropriate visible code to Finance - Accounts Payable at [accounts\\_payable@sanjoseca.gov](mailto:accounts_payable@sanjoseca.gov).
2. Copy the Assistant City Manager and Budget Director on the submission.
3. The memorandum will include:
  - a. Event description *or* organization name and address
  - b. How the sponsorship meets the criteria outlined above and benefits the City
  - c. A quantitative measure of the impact of the sponsorship
  - d. Any other objective measures of success

**City Sponsorships Policy****6.1.11****To use a City Procurement Card for the sponsorship:**

1. Department to submit a Director approved memorandum to Assistant City Manager and Budget Director.
2. The memorandum will include:
  - a. Event description *or* organization name and address
  - b. How the sponsorship meets the criteria outlined above and benefits the City
  - c. A quantitative measure of the impact of the sponsorship
  - d. Any other objective measures of success
3. Make payment for sponsorship using appropriate City Procurement Card following the guidelines outlined in the [City Procurement Card Policy](#).
4. Include memorandum with the Monthly Statement of Account.

**To request a payment for sponsorship for an amount in excess of \$10,000 per event/organization per year:**

1. Department to submit a Director approved memorandum and an accounts payable edit list with an appropriate visible code to the Assistant City Manager.
2. Copy the Budget Director on the submission.
3. The memorandum will include:
  - a. Event description *or* organization name and address
  - b. How the sponsorship meets the criteria outlined above and benefits the City
  - c. The cost/benefit or other performance-based rationale for why a sponsorship in excess of \$10,000 should be provided
  - d. A quantitative measure of the impact of the sponsorship
  - e. Any other objective measures of success
4. If approved, the Assistant City Manager will forward the approval, with a copy to the requesting Department Director and Budget Director, to Finance - Accounts Payable at [accounts\\_payable@sanjoseca.gov](mailto:accounts_payable@sanjoseca.gov)

**Annual Sponsorship Summary**

By August 31 of each year, the Department shall submit a summary of all approved sponsorships and outcomes to the Assistant City Manager, with a copy to the Budget Director.

**Approved:**

/s/ Jennifer Schembri  
 Director of Employee Relations  
 Director of Human Resources

February 26, 2021  
 Date

**Approved for Posting:**

/s/ Jennifer A. Maguire  
 Assistant City Manager

February 26, 2021  
 Date