

COMMUNITY SPONSORSHIP PROGRAM

Standard Operating Procedure and Program Guidelines

The Community Sponsorship Program operates in compliance with the **Sponsorship & Grant Program Awards and Use of City of Funds Policy** (the "Policy"). In addition to the requirements outlined in the policy, this SOP outlines the program requirements and guidelines for accepting, reviewing, and awarding sponsorships via the Community Sponsorship Program.

Key Principles

The Community Sponsorship Program operates with the following principles to achieve the desired goals of the program:

- **Equitable Access:** Provides funds to community partners in a fair and accessible manner.
- **Promotion of City Goals:** Supports events and programs that enhance the City's outreach and education efforts and ensure a discrimination-free environment.
- **Transparency:** Ensures a clear and open application and review process.
- **Responsible Funding:** Distributes funds responsibly to avoid dependency on City funds.

Funding Structure

The Community Sponsorship Program is funded by contributions from multiple City departments and funds as determined by the approved biennial budget. Departments can elect to budget Sponsorship funds to support specific Council and City priorities and to assist in meeting regulatory requirements or program goals.

Generally, the Community Sponsorship Program receives contributions from the following funds, captured in the "510000 Sponsorships & Contributions" object code of the funds' approved biennial budget:

- City Council
- Business Advocacy
- Sustainability
- Water Services
- General Fund – Community Projects

It is expected the Community Sponsorship Program's budget will total approximately \$100,000 each fiscal year. However, the program budget is based on discretionary funding and can vary from year to year depending on available discretionary funds and budget constraints.



With two application windows each fiscal year, applicants can expect approximately half of the available budget to be available for each application window. However, the Sponsorship Review Committee may recommend to adjust the allocation of funds to each application window within a fiscal year based on expected applications for Priority Events (see Priority Events outlined in a following section).

City Use Days at the Tower Theatre

The City has an agreement with the Tower Theatre that allows it to designate a limited number of community events each year to receive a waiver of the non-profit rental fee (a \$1,300 value). The City reserves several of these City Use Days annually for Welcoming Week events and other City-hosted events at the Tower Theatre, leaving a limited number available for community events.

As part of the Community Sponsorship Program application process, events hosted at the Tower Theatre that are requesting City sponsorship may also request designation as a City Use Day event. Available City Use Days may be awarded through the Community Sponsorship Program Application Review and Selection Process described below.

City sponsorship may consist of a City Use Day designation, a monetary award, or both, depending on the availability of City Use Days and sponsorship funding.

City Use Day designations at the Tower Theatre cover only the rental of the full theater and do not apply to rental of the Encore Room.

Eligibility to Apply

Applicants to the Community Sponsorship Program must meet the eligibility criteria outlined in the Policy and the additional Community Sponsorship Program requirements outlined below:

- Request does not exceed \$10,000.
 - The Community Sponsorship Program funding is around \$100,000 per fiscal year, so small award amounts are preferred, generally around \$1,000 - \$5,000, to ensure multiple organizations' events and programs can benefit from the program. Awards may not exceed \$10,000.
- Request is not for a fundraiser event.
 - To ensure City of Bend funds are applied directly to community programs and events, applications for fundraising events like luncheons are typically not considered. In lieu of sponsorship request of fundraising events, applicants are encouraged to submit requests for sponsorship of the specific event or program the fundraiser is benefitting.



Application Process

The Community Sponsorship Program accepts applications during the following windows each fiscal year:

Fall Application Period:

- The Sponsorship Application is open from **August 1 to September 30**. Applications are reviewed in October, and final decisions and payments are anticipated to occur in November.
- If the event or program takes place between January and May, applicants are encouraged to apply during the Fall application period.

Spring Application Period:

- The Sponsorship Application is open from **February 1 to March 31**. Applications are reviewed in April, and final decisions and payments are anticipated to occur in May.
- If the event or program takes place between June and December, applicants are encouraged to apply during the Spring application period.

Application Review Criteria

Sponsorship applications will be reviewed by a Sponsorship Review Committee made up of City staff, as determined by the City Manager's Office (see **Sponsorship Review Committee Charter**). Applications are evaluated by the committee for eligibility as described above. Eligible sponsorship applications are then reviewed against pre-determined criteria, as agreed by the Committee members and the City Manager, to prioritize funding recommendations. Applications are not required to meet all the criteria, but applications addressing multiple categories will be prioritized for funding.

Review criteria may include, but is not limited to:

- **Priority Event:** Application is for a holiday parade, a 4th of July parade, a Veteran's Day parade, a Juneteenth celebration, or a summer Pride event. These events are identified by the City as Priority Events, holding community-wide interest, history, and value, and are given preference for funding in the application review process.
- **Alignment with City Priorities:** Application demonstrates a clear connection to City priorities, initiatives, or Council Goals. Council Goals can be reviewed in the current **Council Goal Work Plan**. City initiatives may be related to economic development, water conservation, environmental sustainability, or community engagement with local government.
- **Inclusion & Belonging:** Event or program intentionally fosters community building and encourages inclusion, belonging, and connection across cultures, identities, and viewpoints.



- **Public Access:** Event or program is open to the public and free to attend or participate, or a sliding scale or scholarship option is available.
- **Budget Sustainability & Use of Funds:** Application clearly demonstrates:
 - A complete budget for the event and program with multiple funding sources and requested City of Bend funds are not a significant portion of the total budget;
 - Requested funds are reasonable with clear and responsible application of City funds to event or program; and
 - Event or program is not entirely dependent on receiving City sponsorship.

The Sponsorship Review Committee may elect to prioritize sponsorship applications for new community events or programs over prior recipients.

The Sponsorship Review Committee may identify sponsorship applications that would be more appropriately considered in other City grant programs and may redirect the applicant to apply to other City grant programs. This redirection of funding application does not obligate the City to an award by the recommended grant program.

In accordance with the Policy, the Sponsorship Review Committee provides recommendations to the City Manager for final determination of awards.

Priority Events & In-Kind Support

The City has identified community-wide events that hold community-wide interest, history, and value as Priority Events to be given preference for sponsorship support. Sponsorship applications for Priority Events are still reviewed against the criteria outlined above and are expected to meet most of the criteria, with a focus on Inclusion & Belonging and Public Access.

Priority Events include:

- A holiday parade;
- A 4th of July parade;
- A Veteran's Day parade;
- A Juneteenth celebration; and
- A summer Pride event.

The City Manager has the discretion to change the list of identified Priority Events.

The City may provide in-kind support to priority events at no additional fee. In-kind support may include the use of City equipment and City staff. The City has sole discretion to limit in-kind support at any time, and event organizers should not assume any City in-kind support in planning, organizing, and hosting the event.

Application Selection and Award Process

After sponsorship applications are prioritized based on the number of criteria the application meets, the Sponsorship Review Committee selects applications to recommend to the City



Manager for award. The Sponsorship Review Committee's recommendation of awards may be based on the number of criteria the application meets, the relevance of the application to current priorities, and the diversity of funding sources available from City departments and programs.

Selected applications to recommend for funding are also evaluated for a funding award recommendation. Award amounts may not reflect requested amounts based on available funds.

The Sponsorship Review Committee Chair submits the recommendation of applications and award amounts to the City Manager for review. The City Manager has final approval and may choose to amend the recommended recipient list and/or award amount recommendations.

Upon approval by the City Manager, all applicants are notified by the Sponsorship Review Committee Chair via email of the decision regarding their application for sponsorship. Awardees are requested to provide final details of their event or program to inform the Sponsorship Agreement Exhibit A – Description of Event/Program. Additionally, awardees are requested to provide a certificate of insurance to confirm proof of insurance meeting the City's insurance requirements and naming the City as additional insured.

The Sponsorship Review Committee Chair drafts the Sponsorship Agreements in coordination with the City Attorney's Office for final acceptance of the sponsorship award by the applicant. Once the agreement is signed by all parties, a check payment is issued to the sponsorship awardee.

Acceptable Use of Funds

Awardees are required to adhere to the terms of the Sponsorship Agreement. City sponsorship funds are expected to be used on approved uses, including:

- Event, program, and project coordination, including, but not limited to, reasonable expenses for staff time, advertising, venue costs, and catering costs (excluding alcohol).
- Costs of any permitting fees, including City permits, or other City requirements.
- Purchase of raffle or auction prizes or giveaways, including gift cards, if to support the specified event, or program, or project the City is sponsoring.
- Subsidize participation fees or create scholarship opportunities to increase event or program accessibility for low-income attendees/participants.

Post Event/Program Reporting

Recipients of the Community Sponsorship Program are not subject to reporting requirements at this time. However, recipients may voluntarily submit a post-event or post-program summary to sponsorships@bendoregon.gov to share how the City's contribution impacted the event or program. This summary can include:

- An accounting of how City funds were used



- A brief description of the perceived impact on the local community
- Number of participants
- Benefits experienced by participants

A post-event/program conversation with City staff can be held in lieu of a report, if desired.



Accommodation Information for People with Disabilities & Language Assistance Services

You can obtain this information in alternate formats such as Braille, electronic format, etc. Free language assistance services are also available. Please email accessibility@bendoregon.gov or call 541-693-2198. Relay Users Dial 7-1-1. All requests are subject to vendor processing times and should be submitted 48-72 hours in advance of events.

Servicios de asistencia lingüística e información sobre alojamiento para personas con discapacidad

Puede obtener esta información en formatos alternativos como Braille, formato electrónico, etc. También disponemos de servicios gratuitos de asistencia lingüística. Póngase en contacto en correo electrónico accessibility@bendoregon.gov o número de teléfono 541-693-2198. Los usuarios del servicio de retransmisión deben marcar el 7-1-1. Por favor, envíe sus solicitudes con 48-72 horas de antelación al evento; todas las solicitudes están sujetas a los tiempos de procesamiento del proveedor.