

**MIDVALE CITY, UTAH
RESOLUTION NO. 2024-R-17**

APPROVING THE MIDVALE CITY EVENT SPONSORSHIP POLICY

WHEREAS, Midvale City (City) hosts free events throughout the year for residents to connect with and celebrate their community; and

WHEREAS, Midvale City has rarely utilized sponsorships for City events; and

WHEREAS, Midvale City has not formally developed a strategy and policy regarding event sponsorship; and

WHEREAS, all sponsorship requests must be formally accepted by the Midvale City Council, regardless of size or purpose, under current practice; and

WHEREAS, Midvale City has received requests to sponsor City events from businesses in the community; and

WHEREAS, Midvale City events have grown in stature and offerings each year; and

WHEREAS, other municipalities within Salt Lake County have adopted sponsorship policies and ordinances for their city events, including Millcreek, Sandy City, Murray City, Draper City, Herriman City; and

WHEREAS, Midvale City staff believe sponsorships would provide an opportunity to enhance Midvale City event offerings without increasing the costs to taxpayers and would provide an opportunity for businesses to engage with the Midvale Community; and

WHEREAS, City staff has identified the need for city manager authority to review and accept sponsorships under \$5,000 on the City's behalf to expedite and standardize the sponsorship approval process; and

WHEREAS, City staff have drafted a sponsorship policy to ensure that all sponsorships meet the needs and interests of Midvale City prior to acceptance, to establish the expectations of monitoring and handling sponsorships, and to outline obligations in the termination of a sponsorship;

WHEREAS, the Midvale City Council has reviewed the proposed Midvale City Event Sponsorship Policy and believes that it will create an efficient process for accepting and administering event sponsorships.

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF MIDVALE, UTAH:

Section 1. The City Council hereby approves the attached Midvale City Event Sponsorship Policy.

Section 2. This Resolution shall take effect immediately.

APPROVED AND ADOPTED this 26th day of March 2024.



Marcus Stevenson
Marcus Stevenson, Mayor

ATTEST:

Rori L. Andreason
Rori L. Andreason, MMC
City Recorder

Voting by the City Council	"Aye"	"Nay"
Bonnie Billings	<u>✓</u>	_____
Paul Glover	<u>✓</u>	_____
Heidi Robinson	<u>✓</u>	_____
Bryant Brown	<u>✓</u>	_____
Dustin Gettel	<u>✓</u>	_____

MIDVALE CITY EVENT SPONSORSHIP POLICY

PURPOSE

The purpose of Midvale City events is to celebrate the Midvale community, to provide a safe place for Midvale residents to gather and connect with one another, and to highlight Midvale City's history, neighborhoods, businesses, and public projects. The purpose of event sponsorship is to enhance the offerings and experience of City-run events, without taxpayers incurring additional costs. An additional purpose of event sponsorships is to provide businesses, individuals, and other public entities with the opportunity to engage with Midvale City residents.

The purpose of the Midvale City Event Sponsorship Policy is to establish guidelines for considering proposed sponsorships and administering sponsorship agreements. The policy establishes standards and expectations for sponsors, Midvale City staff, and community members.

POLICY

The City Manager is authorized to accept sponsorships and monetary donations up to \$5000 on behalf of the City, so long as the sponsorships and donations apply to a City-run event or program. City Council approval is required for any proposed sponsorship or monetary donation valued at \$5000 or above.

Midvale City does not accept sponsorships or monetary donations to fund an entire City-run event. Midvale City does not offer sponsorship levels or tiered sponsorships for City-run events. Sponsorships will only be applied to specific activities, items, or attractions within the City-run event. The specific activity, item, or attraction being sponsored will be agreed upon by both the sponsor and City.

The City will consider proposed sponsorships from private businesses, public entities, or individuals. Midvale City will make a good faith effort to prioritize sponsorship proposals from businesses owned and operated in Midvale. No business, public entity, or individual has the right to sponsor or donate to a Midvale City event.

A. Consideration of Sponsorships and Monetary Donations:

Midvale City is under no obligation to approve any sponsorship or monetary donation proposal. Midvale City reserves the right to accept or reject any sponsorship or monetary donation proposal at its sole discretion. The City Manager and City staff will evaluate the following criteria when evaluating a sponsorship or monetary donation proposal:

1. Proposal must be consistent with the policies, plans, goals, and ordinances of Midvale City.
 - i. Proposal acceptance may not violate any City policies or ordinances.
 - a. Proposal must align with the goals and plans of the event.
 - ii. Sponsor must have a record of consistent compliance with all state and local laws, unless the City Manager determines an exception is warranted, at their sole discretion, based on the best interest of the City.
 - a. Sponsor must comply with and have no significant history of noncompliance with Midvale ordinances with other material laws, regulations, and ordinances applicable to sponsor to the best of City's knowledge.
 - b. There are no pending or recent investigations, litigation, complaints, or media reports about sponsor or sponsor's activities that suggest sponsorship would not align with the policies, plans, goals, or purposes of the City or the event to the best of City knowledge.
 - c. Sponsor, if a business located in Midvale, must have a valid business license.

2. Sponsor may not have a conflict of interest with Midvale City.
 - i. Proposals will not be accepted if the sponsor asks or implies that the City should or should not take any action within the City's authority or discretion.
 - ii. Proposal will be denied or cancelled if a formal legislative or regulatory action is before the City involving the sponsor, unless the City Manager determines an exception is warranted, at their sole discretion, based on the best interest of the City.
 - iii. A sponsorship or monetary donation must be freely and voluntarily given by the sponsor.

3. Midvale City events are intended to be safe and appropriate for all residents and visitors. Sponsor must be safe and family appropriate. Sponsor cannot be political in nature. Sponsor must be appropriate for all ages and audiences.
 - i. Sponsor must not have a history of obscene, hateful, racial, abusive, or defamatory speech, or speech that encourages illegal activities.

4. If a sponsor's proposal is declined, the City Manager, or designee, will provide a written notice of the decision to the sponsor. Any decision not to accept a proposal is final.

B. Acknowledgement and Reciprocity of Sponsorship and Monetary Donations

1. If the sponsorship or monetary donation proposal is accepted, the City Manager, or their designee, will provide the sponsor a written recognition of the sponsorship or monetary donation, including the expectations and terms of the sponsorship/monetary donation agreement.
 - i. The City Manager is authorized, at their discretion, to offer sponsor acknowledgement of the sponsorship or monetary donation.
Acknowledgment could include:
 - a. Sponsor logo or acknowledgement language included on selected promotional materials.
 - b. A thank you announcement during the event.
 - c. A thank you poster displayed during the event.
 - d. Inclusion in a City Manager report during a City Council Meeting.
 - e. A social media shout-out.
 - f. Inclusion on the website promotion for the event.
 - ii. In the cases in which acknowledgement will be added to promotional materials, Midvale City will only add acknowledgement of a sponsorship or monetary donation to the promotional materials after the sponsorship or monetary donation has been received by the City.
 - iii. In all cases, Midvale City reserves the right of full discretion and editorial control over the placement, appearance, content and wording of any sponsorship or monetary donation affiliations or promotions in accordance with Midvale branding and policy.

C. Dissolution of Sponsorship and Return of Any Donated Money or Items

1. Midvale City reserves the right to terminate any accepted proposal at any time, at its sole discretion. If the sponsorship or monetary donation no longer serves the City's best interests, violates policy or law, or fails to meet the requirements and eligibility for sponsorship, the City Manager may terminate the sponsorship and return any monetary donation or donated item.

2. In the event of termination of an accepted proposal, Midvale City will return all unspent money or unused items to the sponsor. If the money has been spent or items have been consumed, Midvale City will reimburse the sponsor's money at the discretion of the City Manager.
3. Any acknowledgement of the sponsor on promotional materials may be removed at the discretion of the City Manager.
4. There is no right to appeal the decision to dissolve a sponsorship or return a monetary donation. The decision will be considered final and will have immediate effect.