

CITY OF ORLAND

YOUTH SPORTS TEAM SPONSORSHIP POLICY

Adopted by motion of the Orland City Council on _____, 2026

1. PURPOSE

This policy authorizes the Recreation Department to solicit and accept sponsorships from local businesses to offset the cost of uniforms and supplies for City youth sports programs, and establishes uniform standards for how sponsorships are offered, accepted, and administered.

2. SPONSORSHIP TERMS

The sponsorship rate shall be set per team, per season by the City Manager upon recommendation of the Recreation Manager, and may be adjusted from season to season to reflect uniform and program costs. The rate shall be the same for all sponsors of the same program in the same season. In exchange for payment of the sponsorship rate, the sponsor's business name is printed on the back of that team's jerseys for the season. Sponsorship confers no other benefit and does not constitute City endorsement of the sponsor or its products or services.

The same package and price shall be offered to all businesses. Any qualifying business that agrees to the standard terms shall be accepted on a first-come, first-served basis until all teams are sponsored. The City retains sole discretion over the design, size, and placement of sponsor names on uniforms.

3. ELIGIBILITY AND RESTRICTIONS

Sponsorships shall not be accepted from businesses whose primary products or services involve alcohol, tobacco, cannabis, vaping, firearms, gambling, or adult entertainment, or whose name or message is political, religious, discriminatory, or otherwise inappropriate for a youth audience. The Recreation Manager shall refer any questionable case to the City Manager, whose decision is final.

4. WRITTEN AGREEMENT

Each sponsorship shall be documented on the City's one-page Sponsorship Agreement form signed by the sponsor and the Recreation Manager before the sponsor's name is printed. The form shall state the amount, the season covered, the benefit provided, the non-endorsement disclaimer, and that sponsorship fees are non-refundable once jerseys are ordered.

5. HANDLING OF FUNDS

All sponsorship payments shall be by check made payable to the City of Orland, or by another payment method approved by the Finance Department. Cash should be discouraged; if accepted, a numbered receipt shall be issued and the cash deposited without delay.

All sponsorship revenue shall be remitted to the Finance Department for deposit and recorded in a designated revenue account for youth sports, to be used solely to offset youth sports program costs. The Finance Department shall issue each sponsor a written

acknowledgment of payment. The City does not provide tax advice; sponsors should consult their own advisors.

6. CONFLICTS OF INTEREST

No City officer or employee shall solicit or administer a sponsorship from a business in which they or an immediate family member has a financial interest. Any such potential sponsorship shall be disclosed to the City Manager and handled by another staff member, consistent with Government Code section 1090 and the Political Reform Act.

7. ADMINISTRATION

The Recreation Manager administers this policy, maintains a list of sponsors and agreements each season, and reports sponsorship totals to the City Manager at the end of each season. The City may decline or discontinue any sponsorship at its sole discretion; in that event any unearned fee shall be refunded.