



CITY OF ORLAND STAFF REPORT

MEETING DATE: August 18, 2026

TO: Honorable Mayor and Council

FROM: Olivia Esquivel, Recreation Manager

SUBJECT: City Council discussion and possible action to adopt a Youth Sports Team Sponsorship Policy for Recreation Department youth sports programs (Action)

BACKGROUND:

The Recreation Department purchases jerseys for each youth sports team every season, and uniform costs have risen. Local businesses have historically supported youth athletics in Orland, and staff has identified strong interest in team sponsorships as a way to offset the cost of shirt orders for participating families and the program budget.

The City does not currently have a written policy governing the solicitation or acceptance of sponsorships or donations. Consistent with past practice of bringing donation matters to the Council, staff is requesting authorization before approaching any business.

ANALYSIS:

Under the proposed policy, staff would offer a single, uniform sponsorship package each season, at a rate set by the City Manager upon recommendation of the Recreation Manager. The initial rate for the Fall 2026 soccer season is \$175 per team, in exchange for the sponsor's business name printed on the back of that team's jerseys. Setting the rate administratively allows the City to adjust for future uniform costs without amending the policy, while the policy guarantees the rate is the same for every sponsor in a given season. The policy includes the following safeguards:

- Every business is offered the same package at the same price, accepted on a first-come, first-served basis until all teams are sponsored.
- Content restrictions exclude alcohol, tobacco, cannabis, firearms, gambling, adult, political, and religious sponsors, consistent with a youth audience.
- Each sponsorship is documented on a one-page agreement that includes a non-endorsement disclaimer.
- All payments are made payable to the City of Orland, deposited through the Finance Department, and tracked in a designated youth sports revenue account.
- Conflict-of-interest provisions require disclosure and recusal where staff or their immediate family members have a financial interest in a prospective sponsor.

Staff has prepared a preliminary list of approximately 45 local businesses to approach once the policy is adopted, beginning with the fall soccer season.

RECOMMENDATION:

1) Staff recommends the City Council adopt the Youth Sports Team Sponsorship Policy, under which the sponsorship rate is set administratively each season (initially \$175 per team for Fall 2026); and 2) Authorize the Recreation Manager to solicit and accept sponsorships and execute sponsorship agreements consistent with the policy.

FISCAL IMPACT OF RECOMMENDATION:

Positive. At the initial rate, each sponsorship generates \$175 in revenue to offset jersey and supply costs for youth sports programs. If all fall soccer teams are sponsored, the program could offset a substantial share of seasonal uniform expenses. There is no cost to adopt the policy beyond minimal staff time.

ATTACHMENTS:

1. Youth Sports Team Sponsorship Policy (draft)
2. Sample Sponsorship Agreement form