



## CITY COUNCIL AGENDA ITEM

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**SUBJECT: External Sponsorship Policy**

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**AGENDA SECTION:** *(check all that apply)*

**PRESENTATION**     **PUBLIC HEARING**     **CONSENT AGENDA**     **OLD BUSINESS**  
 **NEW BUSINESS**     **OTHER, PLEASE STATE:** Click or tap here to enter text.

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**CATEGORY:** *(check all that apply)*

**ORDINANCE**    **RESOLUTION**    **CONTRACT**    **POLICY**    **STATUS REPORT**  
 **OTHER, PLEASE STATE:** Click or tap here to enter text.

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**ACTION REQUESTED:**  **DECISION**    **DISCUSSION**,    **REVIEW**, or    **UPDATE ONLY**

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**Previously Heard Date(s):** Click or tap to enter a date. & Click or tap to enter a date.

**Current Work Session:** Monday, April 13, 2026

**Current Council Meeting:** Click or tap to enter a date.

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**SUBMITTED BY:** Keisha Franklin, Finance Director

**PRESENTER:** Terry Fye, District 2 Councilmember & Keisha Franklin, Finance Director

**PURPOSE:** To establish a formal policy governing the use of City funds for external sponsorships, third-party events, and related expenditures to ensure compliance with Georgia law, the City Charter, and audit standards.

**FACTS:** The City currently lacks a formal, adopted policy governing external sponsorships and related expenditures. The proposed policy establishes clear guidance on public purpose, prohibited uses, approval thresholds, and documentation requirements. The policy aligns with constitutional restrictions on gratuities and ensures expenditures provide a documented public benefit. Sponsorships exceeding \$499.99 require Council approval. Adoption of this policy strengthens internal controls and reduces audit risk.

**OPTIONS:** Approve, Deny, Defer Click or tap here to enter text.

**RECOMMENDED ACTION:** Approve Click or tap here to enter text.

**ATTACHMENTS:**

(1) Attachment 1 - External Sponsorship Policy – Draft



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- (2) Attachment 2 - Click or tap here to enter text.
- (3) Attachment 3 - Click or tap here to enter text.
- (4) Attachment 4 - Click or tap here to enter text.
- (5) Attachment 5 - Click or tap here to enter text.