



TOWN OF UPPER MARLBORO

Sponsorship Policy

TOPIC OVERVIEW

Sponsorship is the contribution of monetary and/or in-kind support by the Town to an external entity, in exchange for which the external entity: (a) acknowledges the Town's contribution; and (b) grants to the Town the right to associate the Town's name, products, or services with the external entity or the external program or service.

POLICY

Because a sponsorship affiliation may affect the Town's reputation among its citizens and its ability to govern effectively, the Town retains sole and final decision-making authority to determine the appropriateness of a sponsorship association and reserves the right to refuse any sponsorship offer. The Town will reject any sponsorship proposal in which the involvement of an outside entity is likely to negatively affect the public's perception of the Town or its ability to act in public interest. The Town of Upper Marlboro Town reserves the right to refuse any request of sponsorship.

Definitions:

1. Event sponsorship – supporting a public event or social function financially or through the provision of products or services
2. Program sponsorship – supporting a series of activities, performances, or procedures, financially or through the provision of products or services
3. Recurring – occur again, periodically, or repeatedly, esp. at regular intervals (e.g. an annual event that is held once every year)
4. Nonrecurring – occurring one time only (e.g. a onetime sponsorship for an unpredictable event/program)

Criteria: The following criteria will be evaluated to determine the role and extent of any Town of Upper Marlboro Town sponsorship:

1. Whether the program or event aligns with the Town of Upper Marlboro Town Strategic Plan;
2. The costs of such sponsorship meet with greater public good by providing or expanding public service;

3. If the sponsorship application will, or has the ability to, generate an economic benefit for the immediate community of the Town of Upper Marlboro Town as a whole;
4. The likelihood that the application will contribute positively to the recognition and image of the City;
5. Experience of the Town of Upper Marlboro relative to the applicant's past performance, or other information regarding the applicant's history of performance (when applicable).

Limitations:

The following limitations shall apply to sponsorship of any program, activity, person, or organization:

1. Funds will be available on a first-come, first-served basis.
2. The availability of Town funds at the time of the application.
3. An event sponsorship application cannot exceed more than \$5,000 per occurrence, and is limited to one per year, per taxpayer identification number.
4. It cannot be used primarily for commercial promotion or personal gain;
5. It cannot be used to promote the sale or consumption of tobacco products, illegal drugs, gambling, erotic materials or services.
6. It cannot be used to promote political parties or political advocacy groups.

Other limitations to consider:

1. The requesting organization must be based in the Town of Upper Marlboro and be classified as a 501(c) or another governmental agency such as a county, school board, or state or federal agency.
2. Events or programs under consideration for funding must begin during the fiscal year in which funding is given.
3. If applicable, the requesting organization must have an active account and be registered with sunbiz.org.
4. The Town of Upper Marlboro will only sponsor events that are open to the general public and are held in the Town of Upper Marlboro on Town-owned property or benefit Town residents.
6. If approved, sponsored events are required to complete a "Special Event Permit" application through the Department of Permitting Inspection and Enforcement (DPIE)
7. Award or no award of sponsorship does not preclude any applicant from adhering to local laws or regulations.

8. Individuals are not eligible to receive funds under the Town of Upper Marlboro Town Sponsorship Policies and Procedures.

9. Failure to hold event as depicted in application, will result in forfeiture of sponsorship funds.

PROCEDURE

The applicant shall submit their written application (using the Town application form) (by email or fax only) along with:

- A detailed description or flyer,
- IRS Determination Letter,
- W-9 Request for Taxpayer Identification Number and Certification,
- Proposed budget
- For recurring requests only: previous year's actual budget with revenues, expenditures, profits and losses along with explanation of how (if any) profits were used. IRS Form 990 or Form 990 EZ will not be accepted.

A sponsorship application is not complete unless it includes all of the documents listed above. Incomplete applications will not be considered.

Annually, the Town Council will set the funding amount for sponsorship applications. Sponsorships will be classified as an event or program and recurring or nonrecurring. Of the amount established by the Council, approximately 75% will be awarded to recurring sponsorships, while 25% will be for nonrecurring sponsorships. Applicants for recurring sponsorships must submit a written sponsorship application (by email or fax only) to the Public Information Coordinator no later than March 15th each year to be considered for sponsorship in the new fiscal year (July 1 through June 30). Nonrecurring funds will be set aside for unexpected nonrecurring event or program sponsorship opportunities that may occur throughout the year. The applicant must submit a written sponsorship application (by email or fax) to the Public Information Coordinator at least three weeks before the date it is to be considered by the Council at a regularly scheduled Council meeting. Council meetings take place on the 2nd and 4th Tuesday of each month.

If the recurring sponsorship appropriations are not fully expended, the Council may reallocate the balance to nonrecurring sponsorships.

Review: A sponsorship review committee made up of representatives from Administration, Public Works/Parks, and Police will review each application based upon the evaluation criteria set forth in this policy and provide a recommendation to the Town Council for decision-making purposes.

Approval: The Council will determine approved recurring sponsorships and announce them in August, before the upcoming fiscal year. Approved recurring sponsorships are contingent upon the adoption of the upcoming Fiscal Year's Budget. Please note that sponsorship awards for recurring events are reimbursable upon completion of the event, unless it is the event's first year.

