Sponsorship Program Guidelines
2019 – 2020
(October 1 – September 30)

I. PURPOSE
Sponsorship funds are to support non-profit and civic-minded programs and organizations which further a charitable cause, economic or community growth or serve a public interest. The use of sponsorship funds will be in the best interest of the general welfare of the City of Denton and ensure the City receives a return benefit.

II. ELIGIBILITY
A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code (501 c 3 or 6) or designated as an educational institute.

B. Must demonstrate corporate good standing with the state of Texas at time of application.

C. Must further a charitable cause or economic or community growth or public interest.

D. Must have programming, administrative practices and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability or veteran status.

E. If previously sponsored, applicant must have successfully fulfilled all prior contracts.

III. SPONSORSHIP REQUIREMENTS
A. An executed contract with the city will be administered for the receipt of these funds.

B. A performance report provided to the City thirty-days after the event to illustrate compliance to the program guidelines and contract.

C. Organization shall market the City at the event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports and all other mailing pieces), recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgement might take the form of inclusion on a donors list for particular events. Recipients are advised that usage of the official
City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

D. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue and, on request of the governing body of the municipality or other person, shall make the records available for inspection and review to the governing body or other person. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.

E. Check payments to approved contracts will be made in January of the calendar year.

IV. **LIMITATION OF SPONSORSHIP FUNDS**

Sponsorship funds will not be provided to City departments.

V. **CONTRACT TERMS**

The contract period will commence on October 1 of the -current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by virtue of sixty days written notice.

VI. **SPONSORSHIP OVERVIEW**

The HOT and Sponsorship Committee is a sub-committee of the City Council. This committee accepts and reviews sponsorship applications one time a year and recommends sponsorship application funding to City Council during its Budget Work Session (August). Staff prepares contracts for awarded sponsorships which will be approved in a regularly scheduled City Council meeting during the first quarter of the city’s fiscal year.

This process coincides with the city’s annual budget process. The application and review process occurs in the current year, with approved sponsorships paid in the next fiscal year (October –September).