



Sponsorship Program Guidelines

Fiscal Year 2020 – 2021

(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 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, report these to the City Manager or his designee by the end of the contract term in a report specified by the City. 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 the first quarter of the City's fiscal 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 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). The application deadline is fixed, without acceptance of applications after the annually set due date. 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 occur in the current year, with approved sponsorships paid in the next fiscal year (October –September).