



# Vicksburg Mississippi

## SPONSORSHIP GUIDELINES

### I. PURPOSE

The Sponsorship Guidelines provide guidance for the evaluation, administration, and acceptance of Sponsorship requests received by the City of Vicksburg for community events, programs, and services that are beneficial to the City's citizens and the public. The Guidelines further establish criteria for the consideration of Sponsorship requests.

### II. GENERAL OVERVIEW

Sponsorships provide a means to generate funds for improving or expanding community events, programs, and services serving the City's citizens and/or the public. As such, the City allocates funds annually for the purpose of promoting events, programs or services that are compatible with its public purpose, which further a charitable cause, economic or community growth, or serve the public interest for the purpose of advertising and bringing into favorable notice the opportunities, possibilities, and resources of the City. The City provides a combination of cash in consideration of sponsorship requests and in-kinds services and resources.

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements. The guide also serves to help maintain the City's core values and vision that Vicksburg is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements. ***The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City.***

### III. ELIGIBILITY CRITERIA

*In the event of conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. The Board of Mayor and Aldermen, at its discretion, may grant variances to this policy.*

The City Clerk's Office is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g., City Legal, Finance Department), as needed.

#### **General Relevance**

- A. A business or non-profit organization must demonstrate corporate good standing with the state of Mississippi at time of application.
- B. The applicant must be based in the City of Vicksburg and/or hold an event for which support is requested in the City of Vicksburg.

- C. Must have programming, administrative practices and board membership that does not discriminate based on race, color, religion, national origin, sexual orientation, gender identity, citizenship, family, disability, or veteran status.
- D. If previously sponsored, applicant must have successfully fulfilled all prior contracts.

**Community Engagement**

- A. Must further a charitable cause, economic or community growth, or public interest.
- B. The event must serve to benefit the entire community.
- C. The event must be open to the public.
- D. The event must encourage community engagement.

**Safe, Livable and Family-Friendly**

- A. The event must be held in a safe and accessible location.
- B. The event must support the City's mission, vision, and core values in a positive manner.
- C. The event must be able to show proof of liability insurance.

The City reserves the right to reject a sponsorship request at any time. The following types of Sponsorship requests may be prohibited by the City as incompatible with City's governmental purpose or contrary to community standards: Promotion or consumption of the sale of alcohol, tobacco, or drugs; commentary, advocacy or promotion of issues, candidates, campaigns or organizations of a social, political or religious nature; promotion of gambling; depiction of sexually explicit or inappropriate materials; promotion of the use or sale of firearms; use of language or descriptive material that is unsuitable for and contrary to community standards of appropriateness for governmental or family publications; promotion, depiction, suggestion or glorification of violence or promotion that encourage violation of laws.

**IV. SPONSORSHIP REQUIREMENTS**

- A. An executed contract with the City will be administered for the receipt of these funds.
- B. All required documents and application must be submitted to the City Clerk's Office at least 30 days prior to the event, program or service.
- C. Organization shall market the City as a sponsor 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), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Vicksburg. Such acknowledgement might take the form of inclusion on a donors list for events. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards.*

- D. Check payments to approved contracts will be issued on the 10<sup>th</sup> or 25<sup>th</sup> of every month. If the 10<sup>th</sup> or 25<sup>th</sup> falls on a weekend or holiday, then the checks will be issued after the regular meeting preceding that date.

**V. LIMITATION OF SPONSORSHIP FUNDS**

- Sponsorship funds will not be provided to City departments.
- No City employee shall receive any sponsorship funds.