



City of Ocala

Community Sponsorship Policy

Approved by City Council on February 21, 2012 for
Implementation on October 1, 2012

The City Council recognizes the importance of providing city support services for community programs, festivals, parades, athletic events and celebrations that are held for the general economic benefit of the City's business community; non-profit organizations serving Ocala's citizens; cultural, athletic and educational enrichment; and/or promotion of the City of Ocala. In order to expand access to a wide range of cultural experiences and community connections for all its residents, the City of Ocala provides support services for events held on city property in accordance with the criteria provided herein.

The City intends to support **programs** as opposed to organizations in general. Therefore, applications for support services assistance must be for **programs** operated by an organization as opposed to a contribution to an organization's general operating expenses. The intent is that the general public will receive some intrinsic cultural, educational, or entertainment value from the **program** even though the participant might not benefit from the services provided by the organization in general.

PURPOSE

The purpose of this policy is to set parameters for the provision of city services to offset the costs of providing a parade, event, festival or similar program on city property.

DEFINITIONS

Community Sponsorship Program – A program for which city support services are made available by the City of Ocala to offset the costs of providing community programs on city property.

Organization – Includes for-profit or not-for-profit agencies and corporations registered to do business in the State of Florida; educational institutions; government agencies.

Program – A celebration, event, fundraiser, athletic, cultural or educational activity as further described below.

Athletic/Sports Programs – Recreational athletics/sports programs which are open to the general public for participation and which serve participants of multiple ages groups or categories. This definition does not include youth sports organizations with whom the city has formal lease agreements.

Educational Programs – Community programs which contribute to improved education and literacy for Ocala's citizens.

Fundraiser Programs – Community programs held for the primary purpose of raising funds for a non-profit organization and for which other intrinsic cultural, athletic, entertainment or educational value is provided for the benefit of the public.

Spirit Programs – Community programs held for the sole purpose of exposing the public to cultural or educational enrichment or public entertainment.

Sponsorship: Support services provided to offset costs of providing a program on city property as defined in this policy.

POLICY/PROCESS

The Recreation and Parks Department shall serve as the City’s administrator for this program and shall account for costs related to the provision of city services for sponsored events and programs. The budget for the community sponsorship program shall be determined by City Council during the budget process each year.

Sponsorships for eligible organizations and programs will be considered upon filing a sponsorship application with the Recreation and Parks Department no less than 30 days and no more than 120 days before the program date.

Sponsorships will only be provided for services, programs, and organizations meeting the eligibility criteria stated in this policy.

The City does not intend that all costs of City support services for an event/program will be offset by a sponsorship. In some cases, the event organizer will be expected to pay a share of the event/program support services expenses depending on the type of event, expected attendance, and funding eligibility/limits.

Organizations requesting and receiving sponsorships must submit pre and post program financial affidavits to aid the City in screening and determining an appropriate award in compliance with this policy. The pre-program affidavit must accompany the sponsorship application. The post-program affidavit is due to the City within 30 days after the program. Organizations who fail to submit the post-program affidavit will not be eligible for future sponsorships.

FUNDING LIMITS

In calculating the appropriate sponsorship for the event/program, the Recreation and Parks Department shall develop and utilize a formula to ensure an equitable distribution of services based on expected attendance, length of program and the extent to which the sponsorship from the City is matched by other sponsorships or revenues to offset the cost of the event/program. Sponsorship limits apply as provided below.

Sponsorship Limits:

Athletic/Sports Programs:	Sponsorships shall not exceed \$1,000 in support services per program. .
Educational Programs:	Sponsorships shall not exceed \$1,000 in support services per program.
Fundraiser Programs:	Sponsorships shall not exceed \$1,000 in support services per program.
Spirit Programs:	Sponsorships shall not exceed \$2,000 in support services per program.

No organization shall receive more than \$4,000 in sponsorships combined in any calendar year.

The City of Ocala reserves the right to implement any other sponsorship limits necessary to keep the sponsorship program within the council approved sponsorship limits and to ensure that the sponsorship funding is equitably distributed to maximize the impact to all City residents and residents within the City of Ocala utility service area.

APPLICATION REQUIREMENTS

Each applicant will be required to submit:

- 1) A community sponsorship application on a form provided by the Recreation and Parks Department indicating the program dates, times and location, the local office/headquarters of the organization,

the organization's purpose/mission, the purpose of the program, expected number of participants, statement that an admission fee (gate, parking, ticket or otherwise) will not be charged (except as otherwise provided for under eligibility requirements for fundraiser events) and that the program will be open to the general public, and how the organization and proposed program will benefit residents of Ocala and the Ocala utility service area.

- 2) A financial affidavit showing the proposed profit or loss for the program on a form provided by the Recreation and Parks Department. The financial affidavit must include income from all sources; and all program expenditures listed by category including but not limited to booth rentals, sound and production, facility rental, food and beverage, concessions, staff, advertising, , permit fees, etc. In-kind contributions and volunteer services shall be listed; however, net profit/(loss) shall be determined on a cash basis not including in-kind and volunteer resource totals. The budget will be used to determine the extent to which an organization has obtained diversified funding, in-kind contributions and volunteer resources to leverage the sponsorship. Financial affidavits that show a deficit must clearly explain how the deficit will be handled.
- 3) Current proof of 501c3, Florida contribution registration number and/or other non-profit status must be provided if for a fundraiser program.
- 4) A copy of the program's sponsorship criteria/guidelines that outlines the program's sponsorship categories and benefits of sponsorships at various sponsorship levels.

APPLICATION REVIEW/APPROVAL

Sponsorship applications will be administered by the Recreation and Parks Department in accordance with the City Council adopted Community Sponsorship Policy.

The Recreation and Parks Director shall approve the sponsorships only in compliance with this policy.

ELIGIBILITY CRITERIA

1. The City may provide sponsorships for educational, fundraiser, spirit or athletic/sports programs as defined in the definitions section of this policy. Programs that do not meet the objectives identified within these definitions will not be eligible for sponsorship.
2. The City will not award sponsorships to any religion, church, creed or sectarian organization to promote religious purposes. Religious organizations are not excluded from sponsorships; however, the purpose of the program must be as described in the definitions section of this policy and shall not serve to promote a religious message as the primary purpose. Religious organizations are not eligible for sponsorships for fundraising programs.
3. Political organizations and/or individual campaigns are not eligible for sponsorships for programs they conduct.
4. Organizations that discriminate on the basis of age, race, sex, or national origin are not eligible for sponsorships for programs they conduct.
5. Individuals are not eligible for sponsorships for programs they conduct.
6. Golf tournaments are not eligible for funding through this program.
7. Except in the case of statutory services (i.e. police, fire, etc.), City employees do not provide services on non-City property; therefore programs offered on other than City property shall not be eligible for sponsorship.
8. For-profit organizations holding fundraiser programs must identify a 501c3 or Florida not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization with the post-program financial affidavit.
9. For-profit organizations are not eligible for sponsorships for promotional programs for which the organization/corporation or its employees or officers will gain personal benefit (i.e. a sales promotion).

10. Only registered Florida not-for-profit organizations or those registered as a non-profit organization for tax purposes (i.e. 501 C-3) may conduct programs primarily as fund-raisers and be eligible for sponsorship consideration. These programs must provide a benefit to Ocala citizens or those living in the Ocala utility service area; and the organizations holding these fundraiser programs must primarily serve Ocala residents or those living in the Ocala utility service area.
11. Programs must generate less than \$50,000 in net revenue (based on financial affidavits from the prior year's program if applicable and the pre-program financial affidavit for the current year) to be considered for a sponsorship. Those programs that receive sponsorship and for which post-event financial affidavits show net revenue exceeded the \$50,000 threshold shall reimburse the City for the sponsorship. The City reserves the right to request a copy of the organization's annual IRS 990N form as needed to verify net revenues from the program.
12. The sponsoring organization must also agree to do the following:
 - a. Obtain all required permits, clearances, insurances and program authorizations in a timely manner, in compliance with the city of Ocala Code of Ordinances.
 - b. Acknowledge the support of the City of Ocala where appropriate, and to include on all printed information and advertising related to the event for which the sponsorship was provided the following statement, "*This program/event is sponsored by the City of Ocala.*"
 - c. Allow the City of Ocala to have a sponsor booth at the program/event if the City so desires (at programs/events where a sponsorship booth is appropriate) for the purposes of distributing information regarding City services and community programs. This booth shall be provided at no cost to the City. The City will provide a tent, tables, chairs, etc. (including permits where necessary for this purpose).
 - d. Provide the City with whatever benefits are afforded other sponsors of similar sponsorship level.
13. Programs must be open to the public and free of charge, except:
 - a. Athletic/sports programs may charge participant fees, but not admission fees (gate, parking, ticket or otherwise).
 - b. Fundraiser programs may charge a fee of no more than \$50 per participant.



CITY OF OCALA COMMUNITY SPONSORSHIP APPLICATION



Return Completed Application to:
Recreation & Parks Attn: Kim
828 NE 8th Avenue Ocala FL 34470
352-368-5524 KViaggio@ocalafl.org

Ocala City Council recognizes the importance of providing City support for community festivals, parades and celebrations that are held for the general economic benefit of the City's business community, cultural enrichment and/or promotion of the City of Ocala. In order to expand access to a wide range of cultural experiences and community connections for all its residents, the City of Ocala provides limited assistance through fee waivers to local organizations in support of community programs held on City property. Sponsorships for eligible organizations and programs will be considered upon filing a sponsorship application with the Recreation and Parks Department no less than 30 days and no more than 120 days before the program date. Please refer to the Community Sponsorship Policy for additional and specific information pertaining to this application. **The City will determine sponsorship amounts based on information in this sponsorship application and the special event/parade application:**

Sponsorship Limits:

Athletic/Sports Programs:	Sponsorships shall not exceed \$1,000 in support services per program. .
Educational Programs:	Sponsorships shall not exceed \$1,000 in support services per program.
Fundraiser Programs:	Sponsorships shall not exceed \$1,000 in support services per program.
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No organization shall receive more than \$4,000 in sponsorships combined in any calendar year.

The City of Ocala reserves the right to implement any other sponsorship limits necessary to keep the sponsorship program expense in line with council approved resources and to ensure that the sponsorship funding is equitably distributed to maximize the impact to all City residents.

EVENT/PROGRAM INFORMATION

Name: _____

Purpose of Event: _____

How will the program/event benefit the residents of Ocala? _____

Date: _____ Times: _____

Date: _____ Times: _____

Expected Number of Participants: _____

Where will the event be held? (Name and address of City property, park, or building.)

Will this program charge admission, gate, parking, participation fee and/or similar fees to participants or spectators? Yes No

If yes, list fee type _____ and amount \$ _____

Check which applies:

This program is open to the general public (whether an admission fee applies or not).

This program is by invitation only.

REQUIRED ATTACHMENTS

(These attachments must be provided with the application unless otherwise noted. Applications that do not include required attachments will not be processed.)

- Pre-program Financial Affidavit Sponsorship package/info Parade App. (only if appropriate)
- Program flyer/poster (previous years if current is not available)
- Valid proof of not-for-profit status

Must be attached for consideration of fundraising programs. If the organizing agency is a for-profit organization, a letter/memorandum of understanding between the for-profit organization and a not-for-profit organization that will receive any proceeds of the event along with that non-profit organizations proof of not-for-profit status is required.

ORGANIZATION REQUESTING SPONSORSHIP

Name: _____

Local Address for Organization: _____

Complete Address of Organization's Headquarters (if applicable) Including City, State & Zip Code:

Is this organization a registered Florida not for profit organization? Yes No

Is this organization registered as a non-profit organization for tax purposes? Yes No

Tax Exempt Number: (501 c-3, etc.) _____

Organization's Mission: _____

SPONSOR BENEFITS

If you have a sponsorship letter that describes various sponsor levels and benefits, please attach that for consideration. If you don't have that, please describe sponsor benefits below including deadline dates for print recognition, etc. The City expects to receive sponsor opportunities comparable to those provided to other sponsors at the same level of sponsorship. Documentation that describes the sponsor benefits helps the City review opportunities for promotions of City programs and services that are afforded us by this sponsorship.

What sponsor opportunities do you expect will be provided to the City?

Booth Space: Size of space is ____' X ____'

Does the booth include Tent Tables #____ Table Size____ Table Covering Chairs
Set up start time_____ Set up completion time_____ Breakdown time_____

Recognition as a sponsor in program advertising and information brochures, etc.

Distribution of City information, park locators, program information, etc. to event participants.

Complimentary tickets to the program/event

For your planning purposes, please be aware that when provided, these tickets are typically made available to elected officials or top City management staff so that they may represent the City for this purpose.

OTHER CITY FUNDING/SERVICES

Have you requested or received funds or services from another City Program or Department(s) for this particular program/event (i.e. Ocala Municipal Arts Commission Grant, Ocala Police Department, etc.)?

Yes No If yes, provide:

Department/Source: _____

Value of services/funding: \$_____

What was the purpose of the funding received from the other City Department(s)/Source?

Name and Contact Information of Individual Responsible for the Completion of this Application:
Name: _____
Mailing Address Including Zip Code: _____
Telephone # _____ Fax #: _____ Email: _____
I have received and read the City of Ocala's Community Sponsorship policy and I agree to adhere to all criteria within this policy. I certify that the information contained on this application is true and correct to the best of my knowledge.
Signature: _____ Date: _____

REQUIRED ATTACHMENTS

(These attachments must be provided with the application unless otherwise noted. Applications that do not include required attachments will not be processed.)

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Must be attached for consideration of fundraising programs. If the organizing agency is a for-profit organization, a letter/memorandum of understanding between the for-profit organization and a not-for-profit organization that will receive any proceeds of the event along with that non-profit organizations proof of not-for-profit status is required.

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Name: _____

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Complete Address of Organization's Headquarters (if applicable) Including City, State & Zip Code:

Is this organization a registered Florida not for profit organization? Yes No

Is this organization registered as a non-profit organization for tax purposes? Yes No

Tax Exempt Number: (501 c-3, etc.) _____

Organization's Mission: _____

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For your planning purposes, please be aware that when provided, these tickets are typically made available to elected officials or top City management staff so that they may represent the City for this purpose.

OTHER CITY FUNDING/SERVICES

Have you requested or received funds or services from another City Program or Department(s) for this particular program/event (i.e. Ocala Municipal Arts Commission Grant, Ocala Police Department, etc.)?

Yes No If yes, provide:

Department/Source: _____

Value of services/funding: \$_____

What was the purpose of the funding received from the other City Department(s)/Source?

Name and Contact Information of Individual Responsible for the Completion of this Application:

Name: _____

Mailing Address Including Zip Code: _____

Telephone # _____ Fax #: _____ Email: _____

I have received and read the City of Ocala's Community Sponsorship policy and I agree to adhere to all criteria within this policy. I certify that the information contained on this application is true and correct to the best of my knowledge.

Signature: _____ Date: _____



Community Sponsorship Fund Pre-Program Financial Affidavit



Application Information

Pre-Program Financial Affidavits are required for all programs requesting Community Sponsorship Funding & must be received by Recreation & Parks no less than 45 days and no more than 1 year before the program.

Name of the Program: _____

Name of Organization Requesting Sponsorship: _____

Is this a new Program? Yes No

If Yes, do you anticipate this will be an annual Program? Yes No

If No, how many years has this Program been active? _____

PROJECTED INCOME & BUDGET INFORMATION			
Please attach a budget addendum if necessary but please complete information below.			
CASH INCOME	EXPENSES		
Earned Income (Ticket Sales, Retail Sales, Admission Fees, Vendor Fees, etc.)	\$ _____	Administration (Payroll, Postage, Phone, Permits , Photocopying, etc.)	\$ _____
Concessions	\$ _____	Marketing/Public Relations (Advertising, Flyers, Posters, Brochures, etc.)	\$ _____
Grants	\$ _____	Entertainment & Speakers	\$ _____
Cash Sponsorships (Pending and/or Confirmed)	\$ _____	Prizes/Souvenirs (Event t-shirts, hats, giveaways, etc.)	\$ _____
Other (Please Define)	\$ _____	Operations (Facility use charge, cleaning, port-a-lets, sound, judges, security, etc. – excluding any city services)	\$ _____
_____		Food (Catering costs, meals, supplies, delivery charges, etc.)	\$ _____
CASH INCOME TOTAL	\$ _____	Other (Please Define)	\$ _____
In Kind Services/Sponsorships (List by type)		_____	
_____	\$ _____	_____	
_____	\$ _____	_____	
_____	\$ _____	_____	
_____	\$ _____	_____	
TOTAL INCOME WITH IN KIND	\$ _____	Total	\$ _____

If this financial affidavit indicates a deficit (expenses exceed revenue), explain how the deficit will be handled and why you are operating the program at a deficit: _____

(CONTINUED ON BACK)

ADDITIONAL EVENT INFORMATION

Has this Program previously received City of Ocala Sponsorship Funding? Yes No

If yes, in what year(s) _____

Will you be making a cash donation to an organization from proceeds from this Program?

Yes No If yes, to whom: _____

How many years has the main event director been directing this event? _____

How many years has the main event director directed similar events? _____

Please describe other event organization experience: _____

PLEASE READ CAREFULLY & SIGN BELOW

Financial Affidavits received after the designated deadline and/or incomplete affidavits will not be considered. Any program that has not completed a Post-Program Financial Affidavit from the previous year will not be considered for Community Sponsorship Funding.

If support is allocated to this program, I agree to follow all polices and guidelines. Pre-Program Financial Affidavits are required for all programs requesting Community Sponsorship Funding and must be received by Recreation & Parks no less than forty-five (45) days and no more than one year before the program. Upon completion of the program, a Post-Program Financial Affidavit must be submitted to include the actual revenue, expenses and (if applicable) any gift donations. The Post-Program Financial Affidavit must be resubmitted to Recreation & Parks no later than thirty (30) days upon completion of the program. Failure to submit Post-Program Financial Affidavit will prohibit the program from receiving future sponsorships.

I certify that the information contained on this application is true and correct to the best of my knowledge. Printed name & signature of person completing application:

Printed name: _____

Affiliation/Position with Organization requesting sponsorship:

_____ Phone #() _____ - _____

Signature: _____ Date: _____

Return Completed Application to:

Recreation & Parks Department
828 NE 8th Avenue
Ocala, Florida 34470
352-368-5524
Or by email to kviaggio@ocalafl.org

For Office Use Only:

Date Received _____
__ Sponsorship Application
__ Parade Application (if applicable)
__ Routing Form
__ Funding Calculation Form
__ Post Financial



Community Sponsorship Fund Post-Program Financial Affidavit



Application Information

Post-Program Financial Affidavits and Proof of Promotions are required for all programs receiving Community Sponsorship Funding. Upon completion of the program, a Post-Program Financial Affidavit must be submitted to include the actual revenue, expenses and (if applicable) any gift donations. **The Post-Program Financial Affidavit must be submitted along with Proof of Promotions to Recreation & Parks no later than thirty (30) days upon completion of the program. Failure to submit required documents will prohibit the program from receiving future sponsorships.**

Name of the Program: _____

Number of Program/Event Attendees: _____

ACTUAL INCOME & BUDGET INFORMATION			
Please attach a budget addendum if necessary but please complete information below.			
CASH INCOME		CASH EXPENSES	
Cash Sponsorships (other than Grants and City Community Sponsorship)	\$	Administration (Payroll, Postage, Phone, Permits, Photocopying, etc.)	\$
City Cash Sponsorship	\$	Marketing/Public Relations	\$
Grants	\$	Entertainment & Speakers	\$
Admission and Ticket Sales	\$	Prizes/souvenirs (Event T-Shirts, Hats, Giveaways, etc.)	\$
Other Earned Income (Retail Sales, Vendor Fees, Concession sales, etc.)	\$	Operations (Facility Use Charge, Cleaning, Port-A-Lets, Sound, Judges, Security, etc.-Excluding any City Services or in-kind services)	\$
Other (Please Define)	\$	Other (Please Define)	\$
Total Cash Income	\$	Total Cash Expenses	\$
City Fee Waiver Sponsorship	\$	Net Cash Proceeds for Event: (Total Cash Income – Total Cash Expense) \$ _____	
In Kind Services	\$		
Total Income and In-Kind	\$		

I certify that the information contained on this application is true and correct to the best of my knowledge.

Printed name: _____ Phone #() _____ - _____

Signature: _____ Date: _____

Affiliation/Position with Organization requesting sponsorship: _____

Return Completed Affidavit & Proof of Promotions to:
 Recreation & Parks Department
 828 NE 8th Avenue
 Ocala, Florida 34470
 352-368-5524
 Or By email to kviaggio@ocalafl.org

For Office Use Only:
 Date Received _____
 ___ Proof of Promotions Received