






# Administrative Policy

Title: COMMUNITY EVENTS CO-SPONSORSHIP PROGRAM FUNDING POLICY					
Administered By: Community Services Department (Recreation)					
Policy No.	Issue Date	Revision Date	Dept. Head Approved	City Manager Approved	Mayor Approved
06400.009	12-18-24	04-15-26	Signed by:  B730935CBF72414...	DocuSigned by:  8CB6AF0895944B4	Signed by:  BE1A25F945DF487...

## ARTICLE I - PURPOSE

### Section 1.1 General Purpose

The purpose of this policy is to facilitate community events open to the general public. The Community Events Co-Sponsorship Program provides for City co-sponsorship of community events through in-kind contributions of City fee waivers, City services and staff time. The Community Events Co-Sponsorship Program does not provide funding for third-party vendors, outside services, or any other costs or services that are not normally provided by the City for community events.

The Community Events Co-Sponsorship Program receives a one-time allocation each fiscal year into the community co-sponsored events project (No. 6380), depending on available funds.

### Section 1.2 Superseded Policies

This policy supersedes and replaces the following policies, which are hereby eliminated in their entirety and are of no further force and effect:

Policy 07400.003 Community Events Co-Sponsorship Program Funding Policy

## ARTICLE II - DEFINITIONS AND SCOPE

### Section 2.1 Definitions

None.

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## **Section 2.2 General Scope**

Unless otherwise stipulated herein, this policy applies to all City employees. All such employees shall comply with the provisions outlined in this policy. It is the responsibility of all supervision to ensure that the provisions outlined in this policy are enforced for those City employees under their authority.

## **Section 2.3 Exemptions from Scope**

None.

## **ARTICLE III – COMMUNITY EVENTS CO-SPONSORSHIP PROGRAM**

### **Section 3.1 Eligibility Criteria**

To qualify for City co-sponsorship consideration under the Community Events Co-Sponsorship Program, a community organization and the event must meet all the following criteria:

- A The Community event must be open to the public and inclusive of all residents.
- B. Community groups, non-profit 501(c)(3) tax exempt organizations or other government agencies are eligible for City co-sponsorship. Non-profit status will be verified via the Internal Revenue Service (IRS) and the California Franchise Tax Board. Requesting agencies must have evidence of current nonprofit status, financial good standing, regulatory compliance and no outstanding debt owed to the City, State, or Federal government at time of application. New and emerging non-profit groups who have not yet been incorporated may apply under the banner of an existing Corona based non-profit so long as the registered non-profit takes full responsibility for the request and applies in their name.
- C. Corona-Norco Unified School District (CNUSD) events may be considered for City co-sponsorship if they are nationally televised or affiliated with a nationally televised program. CNUSD events may also qualify under separate Joint Use Agreements.
- D. Groups requesting City co-sponsorship must be based within the City of Corona or must have a local branch within the City limits.
- E. The organization's event must be designed to accomplish one or more of the following objectives:
  - 1. Promote the City of Corona as a safe, vibrant, and family-friendly community.

2. Promote the City of Corona as a desirable place to live, visit or do business.
3. Promote the City of Corona as a visitor destination and/or bring tourism- associated revenue to the City.
4. Enhance the quality of life and well-being of the residents of the City of Corona.
5. Advance the City's commitment to, and pride in, being a multicultural community.
6. Encourage the development of neighborhood identity and pride.
7. Promote cultural and artistic awareness within the community.

The City discourages co-sponsorship requests if: (1) the co-sponsorship request conflicts with other approved co-sponsorship events; and/or (2) the request conflicts with a City event.

### **Section 3.2 Co-Sponsorship Funding and Awards**

- A. Funding for the Co-Sponsorship Program shall not exceed \$30,000 per fiscal year.
- B. All groups requesting City co-sponsorship must submit a written request for City funding or co-sponsorship of community events.
- C. All written requests must be received by the deadline(s) established each year, with funding to occur in the fiscal year beginning July 1 and ending June 30. Notification of the deadline(s) for written requests will be communicated through a combination of press releases, letters and other City communication sources. Letters outlining this policy and procedural changes will be mailed to local community service groups.
- D. From written requests received, the City Council will determine which community events will be approved for co-sponsorship in the next fiscal year, which will be allocated as part of the City's budget process. A list of the approved co-sponsorships will be available from the City upon request.
- E. Accepted awards are non-transferable and cannot be used for any other purpose than what was originally proposed to the City in the requesting organization's written request. Should the organizer reschedule the event, request additional services, or change the event venue, the City's standard fees will apply for any services beyond the original co-sponsorship award. If the award will not be used, the request must be withdrawn by the requesting organizers. Requests for any other use, apart from what was originally proposed in the requesting organization's written request, must go through the standard application process set forth above.

- F. The City Council has the authority to consider co-sponsoring additional community events at any time during the budget year, depending on funding availability. Any such requests for co-sponsorship must comply with the provisions of this policy.

### **Section 3.3 Use of City Logo**

This policy entitles a requesting organization that has been approved for co-sponsorship by the City Council to utilize the City logo in conjunction with its marketing efforts for the cosponsored event.

### **Section 3.4 Ineligible Events**

The City reserves the right to decline any co-sponsorship request if it is determined not to be in the best interests of the City or if it would otherwise create a conflict of interest for the City. The City will decline co-sponsorship requests for the following:

- A. Organizations whose revenue is substantially derived from the sale of alcohol, illegal drugs or illegal drug paraphernalia, firearms or weapons, tobacco products, gambling or sexually-explicit materials.
- B. Political organizations or organizations whose primary purpose is to act on behalf of, in support of, or in opposition to any political candidate, ballot measure or political position.
- C. Events with the primary purpose of supporting or opposing any political candidate, ballot measure or political position.
- D. Adult-oriented businesses or organizations.
- E. Requests for similar, like, or recurrent activities that take place more than once per fiscal year.
- F. Organizations that do not have a current non-profit status or evidence of financial good standing or regulatory compliance. Organizations that have previously been awarded co-sponsorship support must be in good standing with the City with respect to the organization's prior events in terms of the event planning process, completing organizer requirements, safety requirements, quality of experience, and the successful delivery of the event as proposed to the City during the application period.

### **Section 3.4 Religious Organizations**

Religious or sectarian organizations are not excluded from co-sponsorship consideration; however, the City's co-sponsorship of the religious or sectarian organization's event must satisfy all three of the following criteria:

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- A. The City's co-sponsorship must serve a clearly secular legislative purpose (i.e. secular public purpose);
  - B. The City's co-sponsorship must have a primary effect that neither advances nor inhibits religion; and
  - C. The City's co-sponsorship must not create an excessive entanglement with religion.
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**PRIOR VERSIONS**

ISSUED: 01-21-15  
REVISED: 12-04-24  
REVISED: 4-15-26