Sponsorship Policies and Procedures

PLEASE NOTE: SWAG ITEMS MAY VARY

The City of Monterey (the City) welcomes sponsorship from persons consistent with the City's policies and procedures. The City's intent is to obtain sponsorship of and financial support for events commemorating the 250th anniversary of the City's founding (Monterey 250).

Guiding Principles

The following principles will guide the City in the solicitation and acceptance of gifts, grants or support:

- Gifts, grants and/or support may not be inconsistent with the City's and Monterey 250's mission, goals, objectives and priorities.
- All gifts, grants and/or support are given to the City without expectation of reward, compensation, or gain, or any other condition.

Recognition and Acknowledgement

The City will acknowledge each sponsor. The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

- A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors and a copy will be placed on file.
- Placement of the sponsor’s name or logo, consistent with the policies and procedures set forth herein and with the sponsor’s level of sponsorship, within the “Sponsors” section of Monterey 250’s promotional materials. Standards controlling the size, format, and location of such acknowledgment will be developed by the public information specialist to ensure both consistency and quality of appearance. Such acknowledgement will not take precedence or have prominence over the City’s own logo or promotional material.

Authority and Discretion for Implementation

The City reserves the right to make decisions regarding the implementation of each sponsorship, grant, gift, or offer of in-kind support. No conditions may be placed on any sponsorship, grant, gift, or offer of in-kind support.
Sponsorship Policies and Procedures, continued

City’s Right to Expression
Monterey 250 is intended to be the City’s expression of pride and reflection upon its history and community. The City’s sponsorship program for Monterey 250 is intended to provide support for the City’s expression. The City’s sponsorship program is not a public forum for third-party speech. The City therefore has the right to not include as part of Monterey 250 any sponsorship material inconsistent with the City’s expression of pride and reflection upon its history and community, including:

- **False or Misleading Information.** Any material that the prospective sponsor knows or reasonably should know is, or that the City reasonably deems to be, false, fraudulent, misleading, or deceptive, or would constitute a tort including but not limited to of defamation.

- **Harmful or Disruptive to the City or to Monterey 250.** Any sponsorship or material relating to sponsorship that is so objectionable as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with Monterey 250. For purposes of determining whether an advertisement contains such material, the City will determine whether a reasonably prudent person, knowledgeable to the City, its history, and community, would conclude that the sponsorship or material relating thereto is so objectionable that it is reasonably foreseeable that it will result in harm to, disruption of, or interference with Monterey 250.

- **Subject matter.** As a nonpublic forum, the City reserves the right to not include certain subject matter within material relating to Monterey 250, regardless of the content of the matter submitted to be included in the material.

Indemnification
Each sponsor agrees to the extent that the law permits to defend, indemnify, and hold harmless the City against or from any claim, demand, action, or proceeding arising from any act or omission of the sponsor relating to the sponsorship.

*CAO approved, Jan. 2019*