



**STAFF REPORT**

**City Council Meeting Date:** 8/13/2024  
**Staff Report Number:** 24-137-CC

**Study Session:** Update on City-hosted community events and observances

**Recommendation**

City staff recommends that City Council receive this report containing updates on City-hosted community events and provide direction to staff regarding events in the coming year. A schedule of City-hosted community events planned in fiscal year 2024-25 and summary event costs from fiscal year 2023-24 are provided in Attachments A and B.

**Policy Issues**

City Council sets policy and goals and provides direction to staff regarding municipal projects and services to the Menlo Park community.

**Background**

On Feb. 13, City Council received an informational update on city-hosted community events planned in 2024, including a schedule of community events planned in 2024 along with brief updates on each event (Attachment C).

On March 27, the Parks and Recreation Commission (PRC) recommended updates to the event sponsorship policy (Attachment D). Staff is preparing to bring the recommendations to City Council for action on consent Aug. 27.

**Analysis**

Staff seeks City Council direction on policy considerations in which City Councilmembers have expressed interest, including:

1. The City's role in hosting events based on holidays of religious origin;
2. The role of community partners in hosting events traditionally organized by the City;
3. Any community events that City Council may wish to add, modify, remove, or transfer to community partners to organize and/or host;
4. The cost in City resources and City staff time to organize and host community events;
5. Any other feedback or direction related to community events that City Council may wish to provide at this time.

This study session is intended to be focused on larger scale recurring annual events or event series that are intended for a citywide audience and are typically associated with widely celebrated holidays, civic observances, youth initiatives and local traditions. In addition to these larger-scale community events, the City organizes numerous smaller-scale events and programs throughout the year, such as library programs,

public safety programs and other audience-specific events that are too numerous to list. These smaller-scale events build additional cultural awareness with the diverse population of Menlo Park, and offer a smaller, more intimate experience that some residents prefer to the larger events.

Staff will take City Council's direction from the study session and potentially seek input from the PRC and return with additional information and/or proposals for future City Council consideration and review.

#### Schedule of planned community events in fiscal year 2024-25

A schedule of community events planned in fiscal year 2024-25 is provided in Attachment A. Summary updates on planned events are provided below.

#### *Fourth of July*

The 2024 event featured a community parade and festival at Burgess Park, in lieu of a parade down Santa Cruz Avenue during which many downtown businesses are closed for the holiday. Notable features of the event included festive stage entertainment, themed activities for the family, carnival type food, and discounted family swim days at Burgess Pool and Belle Haven Pool. Major event partners included West Bay Sanitary District and Menlo Swim and Sport. The Burgess Park setting was well received by attendees and offered convenient proximity to other amenities on the civic center campus with ample parking, public restrooms and access to air-conditioned indoor public facilities such as the recreation center.

#### *Summer Concert Series*

The summer concert series provides musical performances weekly during the peak summer months, alternating between Fremont Park and Kelly Park. Concerts are approximately 90 minutes long, and feature local bands selected through an open submission process conducted in winter of each year. The City provides stage, sound and promotional support; performers bring the music; and residents bring out their own blankets and chairs.

#### *Halloween Parade and Carnival*

A precursor to the official start of the holiday season and "shop local" efforts, the Halloween event features a family-oriented costume parade down Santa Cruz Avenue with Menlo Park middle school marching bands typically leading the way, followed by a Halloween carnival event at Fremont Park. In addition to the parade, notable features of the event include games, candies, kid-friendly performers and a merchant trick-or-treat in which local merchants offer candy to trick-or-treaters from their storefronts.

#### *Light Up the Season*

A festive gathering to ring in the holiday season and promote "shop local" initiatives for people of all ages and walks of life to enjoy. Notable features of this event traditionally include family-friendly entertainment; performances by Menlo Park youth; wintry photo opportunities; free hot cocoa; and the lighting of the big evergreen tree. The prominent tree at Fremont Park traditionally used for the December tree lighting is advanced in age and in declining health. To protect the health of this stately old tree, it is not advised to continue the practice of wrapping the tree with string lights. City staff evaluated alternatives, including identifying another tree at Fremont Park that could be wrapped with lights; relocating the event to another park with a healthier tree; or reimagining the lighting portion of the event as a "Winter Walk of Lights" with ground level lighted features throughout the park. Staff also evaluated a location for a lighted landmark at the Belle Haven Community Campus and/or Kelly Park for December 2024, in lieu of the sycamore tree at Newbridge Street and Willow Road that has been wrapped in lights in recent years. The City's cost to wrap the trees at Fremont Park and Willow Road/ Newbridge Street was approximately \$70,000 total in 2023.

- Staff seeks City Council direction regarding whether to continue to wrap trees with string lights in 2024 (one tree at Fremont Park, one tree at Kelly Park); or to instead pursue a "Winter Walk of Lights" with

ground level lighted features throughout one or both parks for a similar cost within existing budgeted resources. Staff does not recommend relocating the event to another park, in order to preserve the event's proximity to the downtown shopping district.

#### *Photos with Santa*

Photos with Santa provides a community-oriented experience for children and families to have a casual, fun photo opportunity with the North Pole's most famous inhabitant. Notable features of the event include a continental breakfast, family-friendly winter themed activities, and the opportunity for photos and/or selfies with Santa. Participating families are asked to register a timeslot in advance with a small per person fee. The 2023 event was held at Arrillaga Family Recreation Center. Staff proposes to hold the 2024 event at Belle Haven Community Campus, and alternate between the two locations in future years.

- Staff seeks City Council direction about whether to proceed with the Photos with Santa event in 2024 as described above, Saturday, Dec. 14.

#### *Black Liberation Month Celebration and Youth Poster Exhibition*

A community-oriented event celebrating the past, present, and future of Black Americans with a day of education, cultural remembrance, and the presentation of the Youth Poster Exhibition. Notable elements of the event include paying respect to local heroes of the Belle Haven and nearby communities; inspiring words of strength, triumph and resilience; showcasing local talent; and telling the story of how Black people have risen out of oppression. There is an educational component to teach about the history of the community and Black people in general. This event also features the Youth Poster Exhibition in which youth from the community have an opportunity to display their artistic talents on themes related to Black Liberation Month.

#### *Egg Hunt and spring festival*

The traditional springtime event celebrates the start of spring, renewal, the natural world, family and community togetherness. Notable elements of the event include a "treasure hunt" for eggs; a spring festival with family activities; rides on a fire engine; photos with the big bunny; and related attractions. Staff proposes the City organize and host the Egg Hunt event in 2025, with support from traditional partner agencies such as Menlo Park Fire Protection District.

- Staff seeks City Council direction about whether to proceed with a City-organized Egg Hunt event as described above, Sunday, April 19, 2025.

#### *Youth Poetry Voices*

This event elevates and showcases Menlo Park youth literacy and creative expression by inviting Menlo Park students in grades 2-12 to create original works of poetry on a specific theme. Notable features of the event include a family-friendly reception to acknowledge students and their poem entries; featured youth poets reading their poems at a City Council meeting with all poetry entrants also receiving recognition; a commemorative printed poetry booklet featuring selected poems and recognizing all entrants; and a City-hosted webpage featuring all poems and poets.

#### *Juneteenth Celebration*

Juneteenth is the nationally celebrated commemoration of the ending of slavery in the United States. The event celebrates African American freedom and emphasizes education and achievement. Menlo Park's event is co-led with Belle Haven community-based organizations. Notable features of the event include local vendors and nonprofits from the community hosting information and locally-created merchandise booths; civic observance and celebration of Juneteenth and its enduring significance in American history;

entertainment through poems, songs, and speeches by Bay Area talent; and food and family-friendly activities.

### Event sponsorships and partnerships

On March 27, the PRC recommended updates to the event sponsorship policy, which sets goals and guidelines for sponsors of community events, including criteria for sponsor recognitions and the process for evaluating sponsorship offers (Attachment D). The policy was previously reviewed and approved by the City Council Oct. 20, 2015 (Attachment E). The policy was utilized to support events from 2015 through 2019, before the COVID-19 pandemic and the reduction in public gatherings. Now that large-scale community events have resumed and prospective event sponsors are expressing renewed interest in supporting City-hosted community events, staff recommends updating this policy to allow opportunities for event sponsorship to resume. The updated policy is proposed to include criteria for event partnerships, including roles and responsibilities, cost sharing, staff and financial support, and desired goals and outcomes for community events, for example: economic development, small business support, showcasing Menlo Park's attributes, community action and volunteerism, and community pride and spirit.

- Staff is preparing to bring the recommended event sponsorship policy update to City Council for action on consent Aug. 27.

### **Impact on City Resources**

City-hosted events and observances require outlays of public resources in the form of staff time/effort and direct expenditures. Summary costs for City-hosted community events in fiscal year 2023-24 are provided in Attachment B. Staff estimates similar costs for these events in fiscal year 2024-25, with approximately \$240,000 in direct costs and 5,200 hours of staff time (including a City-organized Egg Hunt in 2025). The adopted fiscal year 2024-25 operating budget includes sufficient resources for these costs.

### **Environmental Review**

This action is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15061(b)(3) as it will not result in any direct or indirect physical change in the environment.

### **Public Notice**

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

### **Attachments**

- A. Schedule of planned City-hosted community events in fiscal year 2024-25
- B. Summary costs for planned City-hosted community events in fiscal year 2023-24
- C. Hyperlink – Feb. 13 Staff Report #24-029-CC: [menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2024-meetings/agendas/20240213/n3-20240213-cc-city-hosted-community-events.pdf](https://menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/city-council/2024-meetings/agendas/20240213/n3-20240213-cc-city-hosted-community-events.pdf)
- D. Hyperlink – March 24 Staff Report #PRC-2024-007: [menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/parks-and-recreation-commission/2024-meetings/agendas/20240327.pdf#page=31](https://menlopark.gov/files/sharedassets/public/v/1/agendas-and-minutes/parks-and-recreation-commission/2024-meetings/agendas/20240327.pdf#page=31)
- E. Oct. 20, 2015 Staff Report #15-147-CC

Staff Report #: 24-137-CC

Report prepared by:

Jen Mosso, Senior Program Assistant

Winnie Ng, Library Assistant III

Eva Munoz, Administrative Assistant

Natalya Jones, Library and Community Services Manager

Report reviewed by:

Sean S. Reinhart, Library and Community Services Director

## FISCAL YEAR 2024-25 CITY-SPONSORED EVENTS - PARTIAL TENTATIVE CALENDAR

**\*\* All dates and event listings are tentative and subject to change \*\***

List does not include:

- Small scale programs routinely hosted by senior center, library, childcare centers, and other City divisions.
- Events hosted by third parties

Date (tentative)	Community event	Proposed location/s
<b>2024</b>		
Jul. 4	Independence Day festival & parade	Burgess Park
Jul. 10	Summer Concert #1	Fremont Park
Jul. 17	Summer Concert #2	Fremont Park
Jul. 24	Summer Concert #3	Fremont Park
Jul. 26	Summer Concert #4	Kelly Park
Jul. 31	Summer Concert #5	Fremont Park
Aug. 2	Summer Concert #6	Kelly Park
Aug. 7	Summer Concert #7	Fremont Park
Aug. 9	Summer Concert #8	Kelly Park
Aug. 14	Summer Concert #9	Fremont Park
Oct. 26	Halloween Hoopla	Santa Cruz Ave. / Fremont Park
Nov. TBD	Seasonal lights installation	Fremont Park / Kelly Park
Dec. 6	Light up the Season	Fremont Park
Dec. 14	Photos with Santa	Belle Haven Community Campus
<b>2025</b>		
Feb. 10	Black Liberation Month Celebration	Belle Haven Community Campus
Apr. 19	Spring Fest / Egg Hunt	Burgess Park
May TBD	Youth Poetry Voices	City Council Chambers
Jun. 17	Juneteenth celebration	Belle Haven Community Campus

Fiscal year 2023-2024 City-sponsored events - Cost summary						
Date	Community event	Location	City expenditure (not including staff costs)	Approx. number of attendees	Estimated staff time/effort*	Departments involved
<b>2023</b>						
Jul 12 - Aug. 18	Summer Concert Series #1-8 (8 total events)	Fremont Park and Karl E. Clark Park	\$45,800	2250	Medium	LCS, PW
Oct 28	Halloween Parade and Festival	Santa Cruz Ave and Fremont Park	\$12,000	1200	Very high	LCS, PW
November	Tree lighting installation	Fremont Park	\$48,400	NA	Low	LCS, PW
November	Tree lighting installation	Willow Rd. & Newbridge St.	\$22,500	NA	Low	LCS, PW
Dec 1	Light up the Season	Fremont Park	\$15,400	1100	Very high	LCS, PW
Dec 16	Photos with Santa	Arrillaga Family Recreation Center	\$8,800	200	High	LCS, PW
<b>2024</b>						
Feb 10	Black Liberation Month Celebration	Belle Haven Library	\$10,700	250	High	LCS, PW
Mar 30**	Egg Hunt (Menlo Fire hosted)	Burgess Park	\$0	1200	Low	LCS, PW
Apr 6	Spring Fest (City hosted)	Burgess Park	\$11,900	750	Very high	LCS, PW
May 21	Youth Poetry Voices	Menlo Park Library and City Council Chambers	\$2,600	50	Low	LCS, PW
Jun 15	Juneteenth Celebration	Belle Haven Community Campus	\$16,600	300	Very high	LCS, PW
Jul 4 (2024)	Independence Day Parade and Festival	Burgess Park	\$36,600	1500	Very high	LCS, PW
<b>Total FY 2023-2024</b>			<b>\$231,300</b>			

\* Staff time/effort to plan/execute events is estimated as follows: Low = 1-40 total hours staff time. Medium = 41-80 hours. High = 81-120. Very high = 120+ hours.

\*\* Egg Hunt 2024 (shown above) was organized by Menlo Fire. Egg Hunt 2023 was organized by the City of Menlo Park: total approx.cost \$7500; attendees 2,000; est. staff time Very High.

## Community Services



## STAFF REPORT

## City Council

Meeting Date: 10/20/2015

Staff Report Number: 15-147-CC

**Consent Calendar: Approve a Sponsorship Policy for Community Services Department Events and Programs**

**Recommendation**

Staff recommends that City Council approve the attached, amended, Community Services Department Sponsorship Policy for Special Events and Programs.

**Policy Issues**

Council has established a User Fee / Cost Recovery Policy setting specific expectations for the level of cost recovery to be achieved by Community Services programs. Approval of a defined sponsorship policy will support the Department's efforts to improve the quality of community events and programs while meeting the Council's cost recovery policy targets.

**Background**

Sponsorships account for about \$16,000 in annual revenue to the Community Services Department, against a total budget of almost \$8 million, including monetary and other support for events such as 4<sup>th</sup> of July, Summer Concert Series, Breakfast with Santa, Egg Hunt and more. As the Department continues to improve the scope and quality of special events while keeping events free or very low cost to promote community participation, sponsorships have become a more important revenue source as well as an opportunity for community based businesses and other sponsors to become involved and give back to their home town. A sponsorship policy approved by Council will support special events such as Egg Hunt, Kite Day, and the Menlo Movie Series as well as scholarship programs in support of low-income participants, Senior Center Nutrition and Meal Program, and many more.

Council reviewed a draft of the Policy on October 6 and asked for three changes:

- Eliminating the word "partnership"
- Creating approval levels for higher amounts of funding, and
- Prohibiting use of the name "City of Menlo Park" by sponsors

The attached draft of the policy includes these changes as requested.

**Analysis**

Sponsorships are cash or in-kind monetary contributions or donations of products and services offered by sponsors with the clear expectation that the recipient is obliged to return something of value to the sponsor.



The value is typically recognition and publicity or advertising highlighting the contribution of the sponsor or the sponsors' name, logo, message, products or services. The sponsor usually has specific marketing objectives for the sponsorship such as the right to be the exclusive sponsor in some category of sales. The arrangement is typically formalized by a letter of agreement or contract detailing the particulars of the exchange. Sponsorships are different from donations in that donations come with no restrictions on how the money or in-kind resources are used. The attached policy addresses sponsorships, the agreements for the procurement of resources and the benefits provided in return for securing those resources. Since donations or gifts come with no restrictions or expected benefits for the donor, a policy is generally not needed for them.

The attached policy, based on models from other area communities with a more formalized sponsorship process, defines the purposes of a sponsorship policy, the procedures to be followed when establishing a sponsorship relationship with a sponsor, the limitations and restrictions on the agreement, the value of the sponsorship (including how payments will be managed, pricing tiers and insurance requirements), and the recognition and benefits the sponsors will receive for their contribution.

The Parks and Recreation Commission, at their September 23, 2015 meeting, approved this policy while suggesting staff consider adding a system for choosing among potential "named event" sponsors should competing potential sponsorships arise in the future. The City Attorney has also reviewed and approved the policy which includes several additional changes made by the Council at their October 6, 2015 meeting.

### **Impact on City Resources**

Currently, event and activity sponsorships generate about \$16,000 annually for Community Services. It is anticipated that, with a more defined and clearly articulated policy, sponsorships will continue to grow as a revenue source. This year, \$35,000 was budgeted for sponsorships in the Council approved 2015-16 Budget.

### **Environmental Review**

A sponsorship policy is not subject to California Environmental Quality Act requirements.

### **Public Notice**

Public Notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

### **Attachments**

A. Proposed Community Services Department Sponsorship Policy

Report prepared by:  
Cherise Brandell, Community Services Director

**PARTNERSHIP & SPONSORSHIP POLICY**

Community Services  
701 Laurel St, Menlo Park, CA 94025  
tel 650-330-2200



<p><b>Purpose</b></p>
<p>In an effort to maximize the community's resources, it is in the best interest of the City's Community Services Department to create and enhance relationship-based <a href="#">Partnership Sponsorships</a>. This may be accomplished by providing local, regional, and national commercial businesses and non-profit groups a method for becoming involved with the many opportunities provided by the Community Services Department. The Department delivers quality, life-enriching programs and activities to the broadest base of the community. This translates into exceptional visibility for sponsors and supporters. The goal of this policy is to create relationships and <a href="#">Partnership Sponsorships</a> with sponsors to support the financial health of the Department.</p>
<p><b><a href="#">Partnership Sponsorships</a></b></p>
<p><a href="#">Partnership Sponsorships</a> are cash or in-kind products and services offered by <a href="#">Ssponsors</a> with the clear expectation that an obligation is created. The recipient is obliged to return something of value to the <a href="#">Partner Sponsor</a>. The value is typically public recognition and publicity or advertising highlighting the contribution of the <a href="#">Partner Sponsor</a> and/or the <a href="#">Partner's Sponsor's</a> name, logo, message, products or services. The <a href="#">Partner Sponsor</a> usually has clear marketing objectives, including, but not limited to, the ability to drive sales directly based on the <a href="#">Partnership Sponsorship</a>, and, quite often, the right to be the exclusive sponsor in a specific category of sales. The arrangement is typically consummated by a letter of agreement or contractual arrangement detailing the particulars of the exchange. Some programs, such as the Menlo Park Summer Concert Series or Menlo Movie Series may have multiple sponsors in a specific category since these <a href="#">Partner Sponsors</a> sponsor a specific event although marketing collateral would be combined.</p>
<p><b>Donations</b></p>
<p>A donation comes with no restrictions on how the money or in-kind resources are used. This policy specifically addresses <a href="#">Partnership Sponsorships</a>, the agreements for the procurement of the resources, and the benefits provided in return for securing those resources. Since donations or gifts come with no restrictions or expected benefits for the donor, a policy is generally not needed.</p>
<p><b>Eligibility</b></p>
<p><a href="#">Partner Sponsors</a> should be businesses, non-profits, or individuals promoting mutually beneficial relationships for the Community Services Department and the City of Menlo Park. All potentially sponsored programs or facilities should be reviewed in order to create synergistic working relationships regarding benefits, community contributions, knowledge, and political sensitivity. All sponsored programs should promote the goals and mission of the City of Menlo Park and the Community Services Department.</p>
<p><b><a href="#">Partnership Sponsorship</a> Contact Maintenance</b></p>
<p>The Community Services Director or designee, is responsible for maintaining an updated list of all current <a href="#">Partnership Sponsorships</a>, sponsored activities, and contacts related to <a href="#">Partnership Sponsorships</a> in order to:</p> <ul style="list-style-type: none"> <li>• Limit duplicated solicitations of a single entity</li> <li>• Allow decisions based on the most appropriate solicitations and level of benefits offered</li> <li>• Keep a current list of Department supporters and contacts</li> <li>• Help provide leads for new <a href="#">Partnership Sponsorships</a>, if appropriate</li> <li>• Ensure <a href="#">Ssponsor</a> mission and values are in line with the mission and values of the Menlo Park Community Services Department</li> <li>• Confirm <a href="#">Ssponsorship</a> agreement(s) are adequately fulfilled</li> </ul>
<p><b>Not a Public Forum</b></p>
<p>In adopting the <del>Partnership and</del> Sponsorship Policy, it is the City of Menlo Park's declared intention and purpose to not permit any marketing <a href="#">Partnership Sponsorships</a> that individually or in combination would cause any real or personal property, facilities, vehicles, or communication media owned or controlled by the City to become a public forum for the dissemination, debate or discussion of public issues.</p>

## Procedures

1. Any new [Partnership Sponsorship](#) program, event or benefit by the Department must be approved by the Director or a designee.
2. [Partnership Sponsorship](#) levels vary and are established based on the [Partner Sponsors'](#) level of exposure and fair market value.
3. [Partnership Sponsorship](#) opportunities can include donated product, in-kind services, and money to offset operating and material costs. The total sum of sponsorship funds offered for the specific event/series (monetary) and total estimated value of in-kind contributions (goods or services) will determine the sponsorship category of each [Partner Sponsor](#).
4. All [Partnership Sponsorship](#) values must be reviewed and approved by the Community Services Director or designee. All [Partner Sponsors](#) will be provided an approved [Partner Sponsor](#) packet with approved [Partnership Sponsorship](#) benefits, levels and values.
5. All marketing materials that include [Partner Sponsor](#) logos or names (i.e. flyers, posters, t-shirts, press releases, web links, etc.) must be approved by the Director or designee.
6. All [Partnership Sponsorship](#) agreements must be signed by the Department Director or designee and use the approved agreement form.
7. All [Partnership Sponsorship](#) agreements that include logos, names, etc. on print materials require a minimum lead time of two months prior to the event or program start date. This time is needed in order to execute the agreement, receive payment and provide benefits to the [Partner Sponsor](#). All other agreements require a minimum lead time of two weeks prior to the event or program start date. Sponsorship agreements submitted after the established deadlines will not be accepted; negotiations or subsidized sponsorships will not be made.

## Limitations/Restrictions

1. The Department may refuse a [Partnership Sponsorship](#) if the organization promotes a program or service that is competitive with the Department's programs and services; the organization is associated with religious, political, alcohol, tobacco, firearms, pornographic, scandalous, or "adult" themed products and services; or the [Partnership Sponsorship](#) would create a conflict of interest with City policy. The City has a reasonable interest in maintaining a position of neutrality.
2. Final approval of all [Partner Sponsor](#) provided content, graphics and layout must be given by the Director or designee.
3. The City retains full control of how a program, event or service will be delivered, managed and operated.
4. This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists.
5. The City may cancel a program or event (i.e. budget reduction, City Council action, weather conditions, etc.). [Partner Sponsors](#) will be provided written notice of the cancellation and pro-rated/full refunds issued or materials will be returned.
6. The City of Menlo Park has the right to inspect a [Partner Sponsor](#) booth at any time prior to or during an event. Restrictions on what a [Partner Sponsor](#) may distribute or display at an event will be provided prior to the event. [Partner Sponsors](#) must distribute only their own organization's marketing materials and cannot distribute materials for other organizations. All [Partner Sponsors](#) wanting to share or give their booth to other organizations have approval of the Director or designee.
7. The City's logo or the name "City of Menlo Park" may not be used by a [Partner Sponsor](#) in any way without the permission of the Department Director or designee. If permission is granted, all materials must be reviewed and approved.
8. Distribution of or advertising in any format that is political, offensive, or issue oriented is prohibited.
9. Marketing materials provided by the [Partner Sponsor](#) should be accurate, well-organized and clearly identifiable as a commercial marketing collateral piece. Materials stating that the City of Menlo Park endorses a commercial entity are strictly prohibited.
10. All [Partnership Sponsorship](#) agreements are with the listed or defined commercial or non-profit entity. Any subsidiary or affiliate of the [Partner Sponsor](#) must either obtain permission of the City of Menlo Park to be included in the [Partnership Sponsorship](#) arrangement benefits or create a separate [Partnership Sponsorship](#) arrangement.
11. [Partner Sponsors](#) must submit high-quality digital artwork/logo by the established deadline for each event or risk their logo not being included in marketing materials. The City will not alter [Partner Sponsor](#) logos with the exception of re-sizing. [Partner Sponsor](#) logos may not contain contact information such as numbers, e-mails, or website unless it is part of the sponsor name/brand (ie. Amazon.com, Pets.com, etc.).
12. The City will make all reasonable attempts to include the [Partner Sponsor](#)'s name/logo through the marketing and promotional activities associated with an event or program in which a [Partner Sponsor](#)'s name/logo is included or where the [Partner Sponsor](#)'s marketing materials are presented. Examples include: printed materials, t-shirts, promotional products, website content, email communication/e-blasts, advertising, newsletters, calendars, social media, banners, and on-site display booths.
13. Only one organization will be allowed a Title Sponsorship per event, program or series. Series events will be capped to one sponsor per event date where an exclusive sponsorship exists. All other sponsorship categories will remain open until their cutoff date, unless otherwise identified by staff.

#### **[Partnership Sponsorship Value](#)**

All [Partnership Sponsorship](#) values will be reviewed on an annual basis by the Department's leadership team. New events or programs that are added during the year must follow the valuation guidelines. Final [Partnership Sponsorship](#) values and corresponding benefits must be approved by the Director or designee.

[Partnership Sponsorship](#) values are established by the Community Services Department based on the estimated attendance and marketing for each event or program, or other criteria determined by the Director or designee, such as anticipated community benefit.

#### **Payments**

All [Partner Sponsor](#) payments including in-kind goods or services **must** be received prior to the event or program being delivered. Benefits may only be delivered if the payment terms of the agreement are met. Any exceptions must be approved by the Director or designee. [Partner Sponsors](#) may pay with Visa, Mastercard, check, or cash.

[Sponsorships and donations below \\$25,000 may be approved by the Community Services Director. Sponsorships and donations between \\$25,000 and \\$56,000 must be approved by the City Manager. Any Sponsorship or donation for more than \\$56,000 must be approved by the City Council before being accepted.](#)

#### **Special Event Pricing Tiers**

Attendance	Pricing Tier	Title	Platinum	Gold	Silver	Bronze
4000+	3	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
1000-3999	2	\$7,500	\$1,000	\$750	\$500	\$250
Under 999	1	\$5,000	\$750	\$500	\$250	\$100

### Current Special Event Tiers

Event / Program	Attendance	Pricing Tier
4th of July Parade & Celebration	5000	3
Summer Concert Series	3000	2
Egg Hunt	2750	2
Halloween Hoopla	2000	2
Menlo Movie Series	1250	2
Kite Day	600	1
MA PAC Programs	500	1
Breakfast with Santa	400	1

### Insurance

[PartnerSponsor](#)s will be required to provide proof of insurance with the City of Menlo Park listed as an additional insured if the [PartnershipSponsorship](#) includes the following:

- Utilization of City facility, park, or equipment not in conjunction with a City sponsored event
- Any promotion or activity at a City sponsored event that goes above and beyond what is normally provided by the City (i.e. rides, games, other activities)
- As required through the approval of a permit or facility use agreement
- Certificate of Liability Insurance must include:
  - The renter's name must be listed as the one "insured."
  - The policy must not expire before the planned event date.
  - The policy must be for \$1,000,000.
  - The "description" should list the rental location, day, and event planned.
  - The City of Menlo Park at 701 Laurel Street, Menlo Park, CA 94025 must be noted as "additional insured."

### Recognition & Benefits

1. [PartnershipSponsorship](#) benefits should follow the benefit tiers detailed in each event sponsorship packet.
2. All [PartnershipSponsorship](#) benefits that include complimentary services (tickets, wristbands, etc.) should not exceed 20% of the total value of the sponsorship for that individual program.
3. All [PartnerSponsors](#) will receive a letter of appreciation and digital photos of the event or program. Summary of the event or program including attendance estimates can be provided on request
4. For events that include title sponsors or capped sponsorships (ie. Summer Concert Series and Menlo Movie Series), the previous year sponsor(s) will be granted first right of contract based on the following order:
  - Title sponsors
  - Platinum Sponsors
  - Gold Sponsors
  - Silver Sponsors
  - Bronze Sponsors

The City may decline to [partnerSponsor](#) with any organization at any time. When [partnershipSponsorships](#) are declined, potential [partnerSponsor](#)s may appeal the decision to the Director of Community Services by submitting an appeal letter in writing.

**Endorsement**

A [PartnershipSponsorship](#), under this [PartnershipSponsorship](#) and Sponsorship Policy, shall in no way constitute an endorsement of the [partnerSponsor](#)'s organization, products, services or employees by the City of Menlo Park and / or the Community Services Department.

THIS PAGE INTENTIONALLY LEFT BLANK