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## Spartanburg County

### Policies and Procedures

#### Community Event Sponsorship Administrative Policy

##### I. Purpose.

The purpose of the policy is to provide specific guidelines for developing and managing sponsorships for events, programs and services in Spartanburg County which provide for the health, safety, morals, general welfare, security, prosperity, and contentment for all residents of the county, or a substantial part thereof.

##### II. Sponsorship Policy.

Spartanburg County considers sponsorship of national, regional and local events and activities from non-profit organizations which offer opportunities to enhance Spartanburg County's programs, community services events and tourism. Spartanburg County's sponsorship programs seek to achieve a balance between community and activities for those groups which are able to document tax exempt status and/or designation as a 501 (c)3 non-profit entity under Internal Revenue Service guidelines which are by the federal government as socially and economically disadvantaged. Priority (in no particular order) is given to sponsorships that recognize and uphold general community values, and relate to the following;

- Community benefit,
- Positive and desirable image for the county,
- Direct business enhancement,
- Encouraging inclusion,
- Attracting tourism, and
- Compatible with the County's mission

##### III. Definition,

###### Sponsorship:

For the purpose of this policy, "sponsorship" is a mutually beneficial business relationship between the County and another nonprofit entity, whereby the County contributes funds, materials, services in recognition, acknowledgement, or other promotional consideration.

###### Aims:

In the sponsorship programs, the County aims to achieve the following:

- Clear, positive, sustainable community benefit,
- Enhanced community capacity,
- Mutual respect,
- General welfare and contentment,
- Desire to enhance open dialogue and participation,
- Measurable, positive outcomes, and
- Increase of tourism.

#### IV. Selection Criteria:

All proposed sponsorship relationships will be considered on an individual case-by-case basis, and should be consistent with this policy's purpose and aims.

#### V. Spartanburg County will not support programs for:

- Political or religious organizations,
- Projects which denigrate, exclude or offend minority community groups,
- Projects that create environmental hazards,
- Programs that involve the taking of unnecessary risks, and/or which may put public safety at risk,
- Programs whose primary products or services are substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, or sexually explicit or inappropriate material, and
- Individual persons or families, lobby groups, private functions, memorials or endowments.

The County will not solicit nor accept sponsorship from individuals, foundations, corporations, nonprofit organizations, service clubs, or other entities whose reputation could prove detrimental to the County's public image. The County will not allow advertising either directly or through third party arrangements, which present demeaning or derogatory portrayals of individuals or groups or contain anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offense,

#### VI. Community Event Selection Committee:

A Community Event Selection Committee will evaluate all sponsorship proposals and notify County Administration of those events selected for sponsorship. The Community Event Selection Committee will consist of:

- a) The Spartanburg County Community Development Director
- b) The Director of the Spartanburg Convention and Visitors Bureau
- c) The Spartanburg County Deputy County Administrator
- d) Member of the County Legal Department

#### VII. Procedures;

The Sponsorship request must be submitted to the Community Development Department forty five (45) days prior to the date of the event/program. The Community Event Selection Committee will evaluate all sponsorship proposals within ten (10) business days. Personal interviews to discuss potential projects will only be considered after a written application has been received. Applicants required for an interview will be notified. All inquiries can be mailed to the Community Development Department. Successful applicants will be expected to sign a formal letter of agreement for sponsorships. The agreement will clearly detail the needs and expectations of both parties, the time frame set for the agreement, and an agreed measurement and reporting process for evaluating and reporting the outcomes of the sponsorship, partnership or related support.