



CITY of NAPA

City of Napa Application to Request Co – Sponsorship of a Special Event

(PER The City of Napa Special Event Policy 2.8)

PURPOSE:

Non – Profit Organizations hosting a special event benefiting the community may request a City Co – Sponsorship. Through an application process, organizers can request financial assistance to assist in covering a portion of the event costs. For an event to be considered it must meet the definition of Special Event and the criteria listed below.

DEFINITION OF CO – SPONSORSHIP:

When possible, the City Council budgets funds for Co-Sponsorship of Special Events to reduce the financial impacts to locally-based non-profit organizations that organize and present Special Events of broad interest to the community. The City does not directly give funds to event organizers, but may use budgeted Co-Sponsorship funds to reimburse specific Departmental costs incurred in providing City services to facilitate the event (such as police services, fire inspection services, park rental fees, and the public works costs of setting up traffic control), or grant complete or partial waiver of direct costs associated with the event or park or facility rental fees.

In co-sponsoring an event, the City may agree to:

- a. Provide one-time financial support for the event for City services.
- b. Allow the event holder to use the City's name as a sponsor.
- c. Assign a staff person to coordinate city involvement.

Please note: The City will not waive the insurance requirements or refundable deposit requirements under any circumstances.

REQUIREMENTS:

In order to receive consideration for City co-sponsorship of a Special Event, the applicant must:

1. Be in good financial standing with the City; i.e., no money owed to the City from previous Special Events.
2. Submit a complete Special Event Permit application.
3. Have no history of code violations or substantiated complaints associated with previous Special Events.
4. Be based in and providing services in the City or County of Napa.
5. Agree to comply with City policy on waste and recycling for Special Events.
6. Submit a letter describing how the proposed event correlates with the criteria for co-sponsorship set forth under this Policy.
7. Complete the Request for City Co-Sponsorship of a Special Event form. This form can be submitted alone or along with Special Event Permit application.
8. Attach to the form a proposed budget for the event showing all expected expenditures and revenues, along with the most recent annual budget of the non-profit organization applying for the co-sponsorship.

CRITERIA & PROCESS:

In order to receive consideration of City co-sponsorship of a Special Event; the event must:

1. Be organized and applied for by a non-profit organization
2. Be open to all residents and visitors and adhere to City non-discrimination policies
3. Provide a clear, broad-based community benefit (such as cultural enrichment, economic vitality, enhancement of community identity and pride, etc.), offer value to a broad demographic range (e.g, to different ages, genders, ethnicities, races or social-economic segments of the population), and directly or indirectly benefit a specific, identified community need (such as fundraising for non-profit service providers in the community)

Applications for City co-sponsorship are evaluated by the Special Events Co-Sponsorship Team (“the Co-Sponsorship Team”), an advisory working group designated by the City Manager and comprised of representatives of the various departments that support and regulate special events. The Co-Sponsorship Team shall be comprised of different members than the Staff Team.

The Co-Sponsorship Team shall review applications for City co-sponsorship of events and score the applications using the following scale, with a maximum total score of 100 points.

Clear, broad-based community benefit	Maximum of 50 points
Value to broadest demographic range	Maximum of 30 points
Benefit to a specific, identified community need	Maximum of 20 points

TIMELINE:

Following the Criteria and Process shown above, applicants may submit the Request for City Co-Sponsorship of a Special Event form between January 1-May 15 for events occurring in the upcoming fiscal year July 1-June 30. Requests for co-sponsorship will be evaluated by the Co-Sponsorship Team, who will forward their recommendations to the City Manager during the month of April. The City Manager shall review and approve or deny all applications for co-sponsorship, and shall make all determinations regarding the amount and nature of financial assistance (both the amount of the co-sponsorship award, and whether to use funds to reimburse certain city departments for costs associated with event permitting, planning and management, to provide a complete or partial waiver of direct costs associated with the event or park or facility rental fees, or a combination of both) subject to appropriation of funding for co-sponsorship made by the City Council. Applicants will be notified by May 15 of the amount of co-sponsorship, if any, their event will receive.



City of Napa
Special Event Co-Sponsorship Application
Submit to 1100 West St. Napa, CA 94559

For office use only:
DATE STAMP HERE

SE Application #: _____

Today's Date:	
Name of the Event:	
Event Day/Date:	Location:
Brief Description of the Event:	
Organizations Name:	
Contact Person for this request:	
Office Phone#:	Cell Phone #:
Address:	
City:	Zip Code:
Website:	
Email Address:	
Non -profit ID# _____	
<i>Please attach additional pages if needed to answer the following questions.</i>	
What is the primary service or product of the organization?	
What is the primary benefit of the event to the Napa Community and how will you measure this?	
Has this event occurred before? YES NO If yes, Date _____ Attendance _____ <i>Please describe your organizations experience and expertise in successfully executing this type of an event & attach any materials that would assist us in making our decision <u>including your event budget.</u></i>	

Please check all that apply	We are requesting sponsorship dollars for:
<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	Park Rental Fees Plaza Rental Fees Electrical Access Fees Alcohol Application Fees Portable Restroom Cleaning Fees Other (Please describe in the space below)

Based on the information provided in the special event application and the co-sponsorship application, City staff will give cost estimates associated with the services you are requesting for co-sponsorship. If co-sponsorship is denied; funds awarded only cover partial amounts of City costs; or due to unforeseen circumstances on the day of the event, your events needs exceed our estimate, the applicant will be responsible for either providing those services on their own, or submitting payment to the City for service costs above the co-sponsored amount.

Please make sure you have included the following:

- **Your event budget**
- **Your organizations past year financial ending statement.**
- **Any additional pages needed to answer the application questions.**
- **Your complete Special Event application MUST accompany the co-sponsorship application as well as a park use request form, and any deposits if applicable.**
- **Any additional information you would like to include.**

I acknowledge that by signing below this is an application and I have not been awarded funds or approval to use the City of Napa's name or logo on any materials. I am also acknowledging that the information provided in this application is true and correct to the best of my knowledge.

Signature

Date

Print Name

For Office Use Only	<input type="checkbox"/> Approved <input type="checkbox"/> Denied	<input type="checkbox"/> Full Co-Sponsorship <input type="checkbox"/> Partial	
Application has been reviewed by:			
_____ Mike Parness, City Manager	_____ Larry Mazzuca, PRS Director		
_____ Steve Potter, Police Captain	_____ Phil Brun, Public Works Deputy Director		