



## Special Event Public Safety Sponsorship Policy

The Cedar Rapids City Council recognizes the importance of providing support for special events. In order to expand access to a wide range of cultural experiences and community connections for all its residents, the City of Cedar Rapids provides limited assistance through public safety funding to organizations in support of community events.

The City intends to assist with public safety funds for special events as opposed to organizations in general. Therefore, applications for funding must be for special events operated by an organization as opposed to a contribution to an organization's general operating expenses. The intent is that the general public will receive some intrinsic cultural, educational, or entertainment value from the event even though the participant might not benefit from the services provided by the organization in general.

### PURPOSE

The purpose of this policy is to set parameters for the distribution of public safety funds for special events.

### DEFINITIONS

**Organization** – Includes for-profit or not-for-profit agencies and corporations registered to do business in the State of Iowa; educational institutions; government agencies.

**Public Safety Fund** – Funds provided by City Council each year to offset the costs to provide law enforcement services from Cedar Rapids Special Duty Police Officers to eligible special events.

**Public Safety Sponsorship:** A grant provided from the Public Safety Fund.

**Special Event** – An event approved by the City of Cedar Rapids by permit or resolution that is open to the public and as described below:

**Athletic/Sports special events** – Recreational athletics/sports special events which are open to the general public.

**Educational special events** – Community special events which contribute to improved education for Cedar Rapids' citizens.

**Fundraiser special events** – Community special events held for the primary purpose of raising funds for a nonprofit organization and for which other intrinsic cultural, athletic, entertainment or educational value is provided for the benefit of the public.

**Spirit special events** – Community special events held for the sole purpose of exposing the public to cultural or educational enrichment or public entertainment.

## **PROCESS**

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Sponsorships for eligible organizations and special events will be considered upon filing a sponsorship application with the City Manager's Office within 30 days following the event. Applicant is responsible for timely payment of the Cedar Rapids Special Duty Police invoice upon receipt. This fund will reimburse applicant post-event (see below for funding limits) semi-annually. Current proof of 501c3 Iowa contribution registration number and/or other non-profit status must be provided if for a fundraiser program. Public safety sponsorships will only be provided for special events and organizations meeting the eligibility criteria stated in this policy.

The budget for the public safety sponsorship program, including determination of the source of funding to provide for this sponsorship program, may be established by City Council each year during the annual budget process. The Cedar Rapids City Manager's Office will be responsible for accounting for the public safety sponsorship fund; will keep a listing of all organizations and special events receiving sponsorships through this program; and will maintain a balance of funds available. The total of all sponsorships awarded each fiscal year shall not exceed the established budget without City Council approval.

Fees required by the Special Event Permit, Special Event Resolution or Cedar Rapids Municipal Code will not be waived. These fees must be paid by the applicant organization to the appropriate agency. Failure to comply with the City permitting requirements and to pay all fees due in a timely manner may result in the organization being ineligible for future sponsorships.

**Incomplete applications will be returned to the applicant and will not be processed.**

## **FUNDING LIMITS**

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In order to ensure that public safety sponsorship funds are available to support special events held throughout the year, public safety sponsorship funds will be awarded for special events on a semi-annual basis.

Public safety sponsorships may not exceed the amount invoiced by the Cedar Rapids Special Duty Police for law enforcement services or \$1,000 per year per special event, whichever is less.

No organization shall receive more than \$5,000 in public safety sponsorships combined in any fiscal year.

The City of Cedar Rapids reserves the right to implement any other sponsorship limits necessary to keep the sponsorship program within the budget approved by City Council and as necessary to ensure that the sponsorship funding is equitably distributed to maximize the impact to all City of Cedar Rapids residents.

## **ELIGIBILITY CRITERIA**

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1. The City may provide public safety sponsorships for special events as defined by this policy. Special events that do not meet the objectives identified within these definitions will not be eligible for sponsorship funding.
2. Organizations that discriminate because of age, color, creed, disability, familial status, gender identity, marital status, national origin, race, religion, sex, or sexual orientation in connection with employment, public accommodations, housing, credit, and education are not eligible for public safety sponsorships for special events they conduct.

3. Organizations registered as a non-profit organization for tax purposes [i.e. 501(c)(3)] may conduct special events primarily as fundraisers and be eligible for public safety sponsorship consideration.
4. For-profit organizations holding fundraiser special events must identify a 501(c)(3) or Iowa not-for-profit corporation as a recipient of the program proceeds and provide acknowledgement of receipt of said proceeds from that non-profit organization prior to sponsorship disbursement.
5. For-profit organizations are not eligible for public safety sponsorships for promotional special events for which the organization/corporation or its employees or officers will gain personal benefit (i.e. a sales promotion).
6. Political organizations and/or individual campaigns are not eligible for public safety sponsorships for special events they conduct.
7. Individuals are not eligible for public safety sponsorships for special events they conduct.
8. Organizations and/or special events to which the City contributes through Hotel/Motel funding are not eligible for funding through the public safety sponsorship program.
9. The sponsoring organization must also agree to do the following:
  - a. Obtain and comply with all required permit/resolution conditions and insurance documentation in a timely manner.
  - b. Allow the City of Cedar Rapids to have a sponsor booth at the event if the City so desires (at special events where a sponsorship booth is appropriate) for the purposes of distributing information regarding City services and community special events. This booth shall be provided at no cost to the City. The City will provide a tent, tables, chairs, etc. (including permits where necessary) for this purpose.
  - c. Provide the City with whatever benefits are afforded other sponsors of similar sponsorship levels (i.e. sponsor table, etc.).