

**SUBJECT: RESOLUTION NO. 61, SERIES 2025 – A RESOLUTION ADOPTING
A COMMUNITY EVENTS SPONSORSHIP POLICY**

DATE: AUGUST 19, 2025

**PREPARED BY: DIANA LANGLEY, CITY MANAGER
SAMMA FOX, DEPUTY CITY MANAGER**

**PRESENTED BY: DIANA LANGLEY, CITY MANAGER
SAMMA FOX, DEPUTY CITY MANAGER**

SUMMARY:

Council members and staff regularly receive requests from individuals and organizations for sponsorship in the form of monetary or in-kind support. Lack of a clear policy puts both Council and staff in a challenging position responding to these requests. This policy is being proposed to clarify sponsorship opportunities, eligibility criteria, and how to request sponsorship.

A cross-departmental staff team including Cultural Services (lead drafter), City Clerk, Economic Vitality, and the City Manager's Office coordinated on the proposal and seeks direction from council on the following items:

- Sponsorship Amounts
- In-Kind Sponsorships

BACKGROUND / PRIOR DISCUSSIONS:

During the [July 23, 2025 budget retreat](#), Council expressed support for the inclusion of \$10,000 in the 2026 budget for Council-sponsored events.

This policy was discussed at the [July 24, 2025 Economic Vitality Committee \(EVC\) meeting](#) where the EVC reviewed and discussed the policy, identified follow up policy discussions, and directed staff to bring the item before all of Council.

ANALYSIS:

What do other cities do?

In developing this policy, the cross-departmental staff team brought experience from prior jurisdictions and researched many other cities. This policy is similar to the policy in [Golden, CO](#), who budgeted \$20,000 for event sponsorships in 2025. It is important to note, these policies vary widely among cities. For example, Superior has a Neighborhood Experience Sponsorship of \$300 that could be used for concerts and more, and Erie has a process where others can sign up to be a sponsor for City events.

Proposed Policy

The proposed policy offers limited monetary and in-kind sponsorship for eligible organizations that support local cultural, artistic, and athletic enrichment, create opportunities for connection, and bolster Louisville's unique traditions and identity.

Support offered includes monetary (with some use restrictions), in-kind, such as waivers of rental fees or City services, and marketing such as promotion through one or more City communications channels and inclusion on the City's calendar on the website.

Eligibility criteria include providing direct benefits to Louisville residents and promoting the City's recognition/image, being open to the general public, having the majority of the event in Louisville, and contributing to the economic vitality of the City. Applicants may be non-profit organizations, neighborhood groups, or school organizations. Events must have proper permitting documentation and liability coverage. Events serving religious or political purposes are not eligible.

Successful applicants are required to publicly promote City sponsorship.

Process

The proposed process includes two review cycles annually with an online application form, staff review and recommendations to City Council who then will consider and provide direction, then staff will notify applicants of the final outcome and implement Council's direction.

For events scheduled for 2026, deadlines are as follows:

- January – June 2026
 - Applications due: October 1, 2025
 - Council consideration: November 3, 2025
- July – December 2026
 - Applications due: April 1, 2026
 - Council consideration: May 5, 2026

The proposed policy does not limit the number of sponsorship applications that can be submitted in a year, provided that no more than one application is submitted per event per round.

Decision Points

- **In Kind Sponsorships** - Should in-kind sponsorships be deducted from the proposed \$10,000 for this program?
 - In kind sponsorships include waived fees, such as application or facility rental fees, or City services costs, such as for road closures or police. For the most part, these are unanticipated costs, above and beyond the current City budget.

- If these do not come from the set aside for this program, departments may exceed their budgets or turnback pool may be reduced.
- If these in-kind service sponsorships come from the set aside for this program, there will be less funding for monetary sponsorship.
- **Sponsorship Amounts** – Does council want to set a maximum sponsorship amount (i.e. \$1,000) or pre-define the sponsorship amount (i.e. 20 - \$500 sponsorships)?
 - This is done differently in different communities and is a policy decision for Council.
 - Setting a maximum allows flexibility for events to request what they need and may allow Council to anticipate a minimum number of events. For example, if the whole set aside is available and the maximum is \$1,000, Council and applicants can assume at least ten qualifying events could be awarded.
 - Setting a pre-defined sponsorship amount takes away some of the guesswork as applicants know exactly how much is available and may know exactly how many events could be funded.

2025 COUNCIL WORK PLAN:

A sponsorship policy and sponsorship for events can support the Economic Vitality goal by increasing vibrancy and bringing people to different areas of the City. It can also support Equity, Inclusion, and Diversity through additional opportunities for inclusion.

FISCAL IMPACT:

Budgeted?: **No**

Sponsorship is not currently in the budget, however, at the July 23, 2025, Budget Retreat, City Council indicated support for including \$10,000 in the 2026 budget for this purpose. Staff is including this in the budget next slated to come before Council September 2, 2025, and scheduled for adoption this November.

ALTERNATIVE(S):

A sponsorship policy is not required. However, not having a policy places staff and, at times, Council members in a challenging position when receiving requests to waive fees, support an event on City platforms, etc., as there are not clear guidelines. Lack of clarity is also challenging for community partners who value Louisville and may not know what the City can or cannot do. Finally, not having a policy leads to an ad hoc approach that may not be equitably implemented and may create potential budgetary constraints through unanticipated costs and in-kind services.

RECOMMENDATION:

Staff recommends Council support the event sponsorship policy and provide clear direction on monetary sponsorship amounts and how to account for in-kind sponsorship requests.

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ATTACHMENT(S):

1. Resolution No. 61, Series 2025
2. Draft Sponsorship Policy
3. Presentation

**RESOLUTION NO. 61
SERIES 2025**

**A RESOLUTION ADOPTING A COMMUNITY EVENT SPONSORSHIP
POLICY**

WHEREAS, the City Council has identified a set aside of funding within the 2026 budget for event sponsorship; and

WHEREAS, a policy will set parameters for program participation and prioritization; and

WHEREAS, the City Council desires to adopt the Community Event Sponsorship Policy, a copy of which accompanies this resolution.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LOUISVILLE, COLORADO:

Section 1. The City Council hereby adopts the Community Event Sponsorship Policy, to be effective September 1, 2025.

PASSED AND ADOPTED this 19th day of August 2025.

Christopher M. Leh, Mayor

ATTEST:

Genny Kline, Interim City Clerk

Community Event Sponsorship Policy-

DRAFT

Overview

The City of Louisville appreciates the value that local events provide our community by:

- supporting cultural, artistic, and athletic enrichment
- creating opportunities for connection
- bolstering Louisville's unique traditions and identity

We provide limited monetary and in-kind sponsorships to eligible organizations hosting events that are consistent with the above.

What We Offer

- **Monetary Support:** Financial contributions to approved community events, subject to availability of funds. Please note in the application what the funds will be specifically used for. The City will not authorize the use of funds for anything related to, including the purchase of, liquor, marijuana, or psychedelics.
- **In-Kind Sponsorships:** Non-cash contribution such as waivers of facility rental fees or City services (for instance road closures).
- **Marketing:** Events that are approved for sponsorship may be promoted through one or more of the City's communication channels and will be listed on the City calendar on the City's website. Applicants shall provide all marketing materials in an acceptable format for the City's use.

Eligibility Criteria

We consider events that:

- Provide direct benefits to Louisville residents
- Are open to the general public
 - o Ticketed events seeking City sponsorship must demonstrate a significant positive impact on the community and provide opportunities for broad public access.
- Positively promote the City's recognition and image

- Are organized by non-profit organizations, neighborhood groups, or school organizations
- Have obtained all required permits and evidence of sufficient liability coverage is provided
- Located in whole or in significant part in the City of Louisville
- Contribute to the economic vitality of the City

Eligible events may span more than one day in duration.

Ineligible events include, but are not limited to:

- Events serving religious or political purposes

Requirements for Approved Events

- All necessary permits and insurance must be obtained
- City sponsorship must be acknowledged in all event marketing by inclusion of official City Logo (provided by City), mention of City of Louisville as a sponsor (if video or interview), and/or listing the City of Louisville as a sponsor.

Application Process

1. Apply: Fill out the online form, providing key details about your organization, event, and sponsorship type needed. Applications must be submitted at least sixty (60) days prior to the event and by the due dates noted in “Important Dates” for consideration. We recommend that event organizers submit their events as early as possible.
2. Review & Recommendations: The City will review your application and provide recommendations to City Council
3. City Council Consideration: Requests will be reviewed by City Council
4. Notification: Applicants will be informed of their application status within ten (10) days of Council consideration.

There are no limits as to the number of sponsorship applications that can be submitted in a year, provided that no more than one application is submitted per event per round.

Important Dates

- Applications will be considered by the City Council twice per year.
- For events scheduled for 2026, deadlines are as follows:
 - January – June 2026
 - Applications due: October 1, 2025
 - Council consideration: November 3, 2025
 - July – December 2026
 - Applications due: April 1, 2026
 - Council consideration: May 5, 2026

Contact Information

For assistance with applications or further details, please contact the City Manager's Office at:

Phone: 303-335-4877

Email: sponsorships@louisvilleco.gov



Community Events Sponsorship Policy

City Council – August 19, 2025

Presented by:

City Manager Diana Langley
Deputy City Manager, Samma Fox



Purpose

- Seeking council support and adoption of the Community Sponsorship Policy
- Seeking Council Direction on
 - In-Kind Sponsorship
 - Sponsorship Amounts



Why?

- Providing community event sponsorship supports Council goals
- Currently no policy in place - this leads to uncertainty and challenging situations
- A policy can create a framework for council, staff, and the community
- Note – This policy does not apply to events the City has a contractual relationship with. (i.e. Parade of Lights, Street Faire, Taste)

Prior Discussions

- 7/23/2025 Budget Retreat – Council expressed support for a \$10,000 set aside for Community Event Sponsorship
- 7/24/2025 EVC – Reviewed and advised on the proposed policy, recommended for review by Council with two key discussion points

Proposed Policy

- For organizations that
 - Support local cultural, artistic, and athletic enrichment
 - Create opportunities for connection
 - Bolster Louisville's unique traditions and identity
- Monetary and/or in-kind support and/or marketing
- Eligibility criteria includes
 - Providing benefits to residents and promoting Louisville
 - Being open to the public
 - Majority of event in Louisville
 - Contributing to economic vitality

Proposed Policy cont.

- Applicants may be
 - Non-profit organizations
 - Neighborhood groups
 - School organizations
- Events must have
 - Proper permitting documentation and liability coverage
- Events serving religious or political purposes are not eligible
- Must promote the City's sponsorship publicly

Process

1. **Apply** – Via an online form
2. **Review & Recommendation** – City staff will review and make recommendations
3. **Council Consideration** – Requests will be reviewed, considered, and awards determined by City Council
4. **Notification** – Applicants will be informed of outcome

Decision Point – In-Kind Sponsorship

Should in-kind sponsorships be deducted from the proposed \$10,000 set aside?

- In-Kind Sponsorship = Fee waivers, cost of services waivers (such as road closure)
- These are not currently budgeted

Decision Point – Sponsorship Amounts

Does Council want to set a maximum sponsorship amount (i.e. \$1,000) or pre-define the sponsorship amount (i.e. 10 -\$500 sponsorships)?

Proposed Timeline

For events scheduled for 2026, deadlines are as follows:

- January – June 2026
 - Applications due: October 1, 2025
 - Council consideration: November 3, 2025
- July – December 2026
 - Applications due: April 1, 2026
 - Council consideration: May 5, 2026

Next Steps

- If council supports this proposal and policy, staff will implement this policy and the application processes anticipating the first round of applications to come to City Council this November, for award in January.