City of West Hollywood

Co-Sponsorship Program Policies & Guidelines

Adopted October 7, 2024

I. PURPOSE

The City of West Hollywood ("City") is pleased to offer co-sponsorships for community events and programs that benefit and service the community of West Hollywood. The purpose of this policy is to ensure transparent and equal access to government resources and to appropriately review and manage the volume of requests.

II. BACKGROUND

The City invites and encourages eligible applicants representing diverse populations to apply for community events/program co-sponsorships.

While the City seriously considers all requests, Event Organizers (as this term is defined below) should note that the City receives a substantial number of requests throughout the year. City facilities and public spaces are in high demand and the City has an obligation to ensure that these facilities and public spaces are maintained and available for regular public use. As such, the City does not guarantee that any specific request will be accommodated.

Definitions:

- A **"Co-Sponsored Community Event and/or Program"** is a community event or program in which the City facilitates and supports the event or program by waiving or paying for some direct or in-kind costs. This may include waiver of City fees, providing promotional support, and/or monetary support. Co-Sponsored Events and Programs are approved by the City Council at a public meeting. [1]
- The **"Event Organizer"** is the organization submitting the co-sponsorship application and is responsible for planning, producing, marketing, managing, and evaluating the Co-Sponsored Event or Program, including all associated costs.

[1] West Hollywood Municipal Code Section (Chapter 19.55) defines the types of activities that are subject to various special event permit policies. Events classified as "Major Events" are subject to a separate City review and do not qualify for co-sponsorship under this policy.

- The **"Co-sponsorship Agreement"** is a legally binding agreement executed between the City and the Event Organizer that sets forth the terms and conditions governing the level of support that the City will provide for a co-sponsored event or program.

III. ELIGIBILITY & PROGRAM REQUIREMENTS

For an application to be considered, the City requires that the Event Organizer meet the following criteria:

- The Event Organizer must be a nonprofit organization, West Hollywood Neighborhood Watch association, business located in the City of West Hollywood with an active business license, or business that serves the West Hollywood community, or a governmental organization.
- The Event Organizer/Organization must be authorized to do business in the State of California (by way of example only: in good standing with the Secretary of State and Franchise tax Board).
- The Event Organizer must serve the West Hollywood community and have demonstrated ties to the West Hollywood community.
- As determined by the City, the event/program must be consistent with the City's core values, mission, and/or strategic goals and programs and must provide a clearly articulated benefit to the community of West Hollywood.
- The community event/program must take place within the City of West Hollywood or immediately adjacent (within 5 blocks of the border of West Hollywood), unless explicitly waived by the City Council via approval at a regular meeting.
- The Event Organizer must be able to demonstrate the capability to deliver high-quality events and/or programming (such as detailing strong management and control over the event, including cost effectiveness, proper planning, appropriate timelines, and financial management).
- Community events/programs are typically open and accessible to the general public. (Note: events are not required to be free of charge, but proposed fees or ticketed events must be disclosed and discussed with the City. Ticketed events are encouraged to provide some free or reduced-cost tickets. Free public events may be given priority in the selection process.)
- Arts and cultural affairs programs/events should apply for opportunities through the Arts Division rather than through the co-sponsorship process (for more information on Arts funding, visit www.weho.org/arts).
- If the Event Organizer is already receiving funding from another City Division or Department for an event or program, the same event or program is not eligible for a co-sponsorship.

- The Event Organizer cannot be a City of West Hollywood elected or appointed official, employee, nor an immediate family member of the foregoing. Such individuals are not eligible to apply. If elected or appointed officials, employees, or an immediate family member of the foregoing are affiliated with the Event Organizer submitting a co-sponsorship application, it must be disclosed to the City.
- The Event Organizer can only receive one (1) co-sponsorship per fiscal year, unless explicitly waived by the City Council via approval at a regular meeting.
- Major Events (as defined in the City's Municipal Code) are ineligible for co-sponsorship through this established policy.

IV. APPLICATION SUBMITTAL & EVALUATION PROCESS

1. Application Requirements

All applicants must submit a complete application online at least 120 days in advance of the event. Applications are available online at: go.weho.org/co-sponsorship.

The application requires detailed information about the event, including proposed date, time, location, event description, proposed budget, proposed marketing plan, etc. Based on the information submitted, staff may request additional information.

Late or incomplete applications, or applications that do not fully comply with the instructions will not be considered. Failure to comply with any of the above requirements will result in the application being disqualified from consideration.

2. Screening & Evaluation Process

All applications will be screened initially by staff to ensure compliance with the eligibility requirements. Applications that do not meet these requirements will not move forward in the review process.

Staff will also evaluate the applications using the following criteria.

- Excellence of the organization as demonstrated in its history of programming, in fulfilling its mission, and in its organizational leadership.
- Demonstration of directly or indirectly benefiting the City of West Hollywood community by offering educational or cultural community events or programs to raise awareness and celebrate the City's history, diversity, and inclusivity.
- Service and promotion of West Hollywood, its residents, and/or businesses.
- Complete and cohesive application, including clear event description, timeline, detailed budget, logistics, and marketing plan.

- Previous experience working with the City of West Hollywood and timely completion of any post-event documentation from prior co-sponsorships.
- City resource availability including but not limited to staffing, space, funding, other calendared events and programs, etc.

All applicants passing the initial screening process must:

- Enter into a Co-sponsorship Agreement with the City and provide proof of insurance, a draft version of which will be provided with the application material.
- Demonstrate the ability to provide insurance in the form of a Certificate of General Liability Insurance in an amount not less than one million dollars ($1,000,000) per occurrence for bodily injury, personal injury, and property damage, according to the terms provided by the City.
- Disclose any campaign contributions (over $250) in the past 12 months, as required under the Levine Act.

V. MONETARY SUPPORT

Event Organizers may choose to request monetary support as a form of co-sponsorship, but not all co-sponsorships will receive monetary support from the City. The purpose of this program is not to fund the entirety of an event or program.

Monetary support is determined based on several factors, including the size and scope of the event or program, as well as its overall budget. The City will also evaluate the Event Organizer's previous events, including budget and attendance numbers. During discussions, the City and the Event Organizer will assess the proposed event or program to determine the appropriate funding tier, taking the event's budget and anticipated scale into account.

- **Tier 1: Up to $2,500 Maximum Funding Provided**

  Tier 1 events are small-scale community events with an estimated attendance of up to 150 people, typically held inside a City facility. Examples of events within this tier include film screenings, panel discussions, or small workshops.

- **Tier 2: Up to $5,000 Maximum Funding Provided**

  Tier 2 events are small to medium-scale community events, with an anticipated attendance of 151-499 people. These events may have more complex programming or multiple components, and the event's budget will help determine if it fits this category. Examples of events within this tier include community-based fairs or cultural celebrations.

- **Tier 3: Up to $10,000 Maximum Funding Provided**

  Tier 3 events are medium-scale community events, typically with an anticipated attendance of over 500 people. Examples are similar to Tier 2 events but with a larger footprint and scale, including multi-day events or events with extensive programming and multiple vendors.

Public funds must be used to support the West Hollywood community and must serve a public purpose. City public funds cannot be used to support local political campaigns, or religious ceremonies/events. Requests will be reviewed in accordance with all applicable laws. The request must explain how this funding would be used to cover direct program costs and the public purpose served by the event.

Funds are disbursed on a reimbursable basis after the provision of suitable expenditure documentation (e.g., receipts). The Event Organizer can expect to receive full reimbursement six to eight weeks after expenditure documents are submitted to the City. Full reimbursement cannot occur until the event has concluded.

Any organization that accepts funding is subject to an audit by the City to ensure that funds were used for the event/program as reported by the Event Organizer. Should the Event Organizer not adequately account for the use of funds, they may be required to return funds to the City and/or may be ineligible for any further co-sponsorships with the City.

VI. CO-SPONSORSHIP AGREEMENT TERMS

The City and the Event Organizer will enter into a Co-Sponsorship Agreement. The City Council approval is required for the exact scope of co-sponsorship as outlined in the agreement.

1. **City Responsibilities**

   Co-sponsorships typically include some of the following:

   - Waiver of City facility use fees for City facilities (parks, buildings, etc.)
   - Fee waivers for ancillary City permits that may be required for the event, e.g., Special Event Permits, Building and Safety Fees, and/or encroachment permits. Fee waivers can only be considered for events at City facilities.
   - Monetary Support (if requested and approved).
   - Approval to use the City's name/logo on promotional materials. All uses of the official City of West Hollywood logo require approval no less than four weeks prior to the event, per the co-sponsorship agreement.
   - Promotional support of the event through appropriate communications channels such as the City's website.

   Please note, the City does not have the ability to waive any fees associated with permits and reviews from external agencies (such as the LA County Fire, Sheriff, or Health Department). It is the sole responsibility of the Event Organizer to secure any such permits to be in compliance with

all local regulations. The City will not reimburse the Event Organizer for any costs if the event did not occur due to the Event Organizer's failure to meet deadlines for necessary permits.

2. Event Organizer Responsibilities

In addition to the City's support, the Co-Sponsorship Agreement outlines the Event Organizer's responsibilities to the City, which include:

- Insurance: Procure general liability insurance specific to the event. The organizer must provide insurance coverage as required by the City at least 60 days prior to the event. The City will not waive insurance requirements under any circumstances.
- Event Logistics: Organizing and producing all aspects of the event to include planning, day-of logistics/installation, and event clean-up/strike. The Event Organizer will be solely responsible for staffing the event with their own staff or volunteers.
- Promotional Material: Submit all promotional materials with correct use of the City's name/logo to the city for approval prior to public distribution (minimum four weeks before the event).
- Marketing & Promotion: The Event Organizer is responsible for marketing and promotion of the event through their own network(s) and social media channel(s), as defined in the Co-Sponsorship Agreement.
- Permit Compliance: The City will not reimburse the Event Organizer for any costs incurred if the event fails to take place due to missed deadlines for obtaining required permits or approvals. It is the Event Organizer's responsibility to secure all necessary permits in a timely manner.
- Financial Reporting and Reimbursement: If receiving monetary support, within thirty (30) days of the event, provide the City with detailed invoices and proof of payment; the profit and loss statement of the event and the Event Organizer, including a summary of all revenues and expenditures; reimbursement of any unspent funds from the co-sponsorship fee.
- Within thirty (30) days of the event, submit the final post-event assessment to the City, which includes a summary of the event activities, number of attendees, itemized actual expense receipts if applicable, and names of panelists and speakers.

3. Additional Expectations of Event Organizers

- Adhere to the City's deadlines in requesting City permits, or reservation forms for use of space, or other paperwork as required.
- For events at City facilities, adhere to the capacity limits of the space throughout the duration of the event and adhere to the City's Facility Use Rules & Regulations. For more information visit: https://www.weho.org/community/recreation-services/parks-and-facilities.
- Obtain applicable Special Event Permits, Film Permits, or other City permits as required.

- Post No Parking signs, film permit notification signs, or other notices as required by the West Hollywood Municipal Code.
- Complete necessary documentation for external agencies that may require review of the event (such as review from the LA County Department of Public Health, the LA County Fire Department, the LA County Sheriff's Department, or other external agency).
- Hire and pay directly for technology consultants (used for any lighting, film screenings, and projections primarily), as needed.
- Provide adequate security as appropriate for the event.
- Adhere to any other terms and conditions set forth in the Co-Sponsorship Agreement executed between the City and the Event Organizer.

Co-sponsorships may be revoked by the City at any time if the Event Organizer fails to comply with the City's policies and procedures or any other applicable local, state, or federal laws and regulations.

VII. POST-EVENT ASSESSMENT

Following the completion of any event/program selected for co-sponsorship, the City will provide a mandatory Post-Event Assessment form, which is required to be completed by the Event Organizer. By applying for a co-sponsorship request, the Event Organizer understands that if their event is approved for co-sponsorship, the City will request information such as, but not limited to: attendance numbers, activities of the event, itemized actual expense receipts, and narrative summaries to formulate an assessment.

Event Organizers must complete post-event documentation requirements within thirty (30) days of the event in order to be eligible for future co-sponsorships and prior to processing of full payment.

Post-event documentation may also include a report/assessment from City staff to determine the successes/failures of the event and recommendations for future eligibility. Post-event assessments will be provided annually to the City Council as part of open and transparent governance processes.