



## ARTS AND CULTURE COMMISSION SPONSORSHIP GUIDELINES AND REQUIREMENTS

- OVERVIEW

The Glendale Arts and Culture Commission (ACC) sponsors a limited number of events annually. The ACC provides various forms of support to the organization, including but not limited to promotional and fiscal support of the event and/or program. ACC fiscal sponsorships can range from \$1,000 - \$10,000 depending on the scope of the project. Sponsorship guidelines are as follows. A preliminary budget for the event must be included in the submission to justify the amount of funding requested. Please include a list of sponsors for the project as well.

- SPONSORSHIP CRITERIA

- The event must be presented in Glendale.
- The event must be open to the public and free of commercial advertising or direct solicitation.
- The event/program must align with the mission of the Glendale Arts and Culture Commission.
- The event must be self-produced by the organization requesting funding. The ACC cannot provide staff support to manage the event.
- The event should encourage and amplify arts and cultures-in Glendale.
- The organization's primary mission is to provide arts and/or culture programming, as demonstrated by more than 50% of the organization's budget devoted to arts programming.
- The organization's primary programming (80% or more) takes place in the City of Glendale.
- The organization's principal place of business is located in the City of Glendale, which can be confirmed by providing a Glendale-based mailing address.
- The organization has been in operation for at least six (6) months from the proposal submission date.
- The ACC logo must be included as a sponsor on all advertising materials.

The ACC will NOT sponsor the following:

1. Events not in Greater Glendale (events must take place in Glendale or within a 5-mile radius of Glendale city borders).
2. Health or Social Services
3. Political advocacy
4. Religious Services
5. Shopping Events
6. Networking or Recruitment
7. Food and Drink Specials
8. Adult Entertainment
9. Classes
10. Recitals
11. Amateur performances

*\*\* The City deems its acceptance, placement, and posting of an event on the City-owned and operated website as an expression of government speech. The accepted placement and posting of an event are meant to convey, and has the effect of conveying, a government message, and is not for the purpose of providing a forum (whether public forum, designated public forum, limited public forum, or other type of forum) for private speech.*



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Requests – such as business and/or professional meetings or other commercial (for-profit) ventures – may be approved as an exception by the Director of Library, Arts & Culture, depending on its alignment with the ACC's Urban Art Program Plan and current strategic priorities.

- **TYPES OF SPONSORSHIP**

Listed below are the forms of sponsorship that ACC offers. Other sponsorship forms may be approved as an exception by the Director of Library, Arts, & Culture.

- Fiscal - providing up to a max of 50% of total event fees not to exceed \$10,000.
- Promotional - providing endorsements for events or organizations in our newsletters, website, and social media accounts. All promotional materials need to be provided by the sponsored organization.

The ACC does not provide sponsorships in the form of physical space. Please reach out to the Glendale Library, Arts & Culture for this form of sponsorship via email at [LibraryInfo@GlendaleCA.gov](mailto:LibraryInfo@GlendaleCA.gov).

- **OVERVIEW OF SPONSORSHIP APPROVAL PROCESS**

- **FORM:** The organization/individual requesting the sponsorship should complete the web-based form outlining all event aspects.
- **SUBMISSION LEAD TIME:** Sponsorship applications must be submitted in advance of the event date, with a minimum of 3 months and a maximum of 6 months advance notice.
- **REVIEW:** Staff will ensure proposals meet all qualifications before the proposal is presented by organizers to the Commission for approval. Organizers will present the proposal at the following Commission meeting after staff has cleared the proposal. Staff will notify of approval/disapproval within four weeks of receipt of the request. All requests for sponsorship of an art and culture program or event shall be approved by the Staff, which shall determine if the program meets the necessary criteria.

Below is a preferred timeline and steps to take toward requesting sponsorship from the ACC. A five (5), four (4), or three (3) month process is possible but will require expedited efforts from all parties and are more likely to be denied due to the Commission's schedule.

### **STEP 1 (Three to six months prior to event/program)**

Complete the Sponsorship Request Form on ACC's website located at [www.glendaleartsandculture.org/commissionsponsorship](http://www.glendaleartsandculture.org/commissionsponsorship). \*Please be sure to have information prepared to answer the following questions:

- a) Dates/times/location of the event/program.
- b) Proposal/description of the event/program.
- c) What content will be showcased at the event/program?
- d) What is the amount of funding being requested? What will the funding be used for?

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Staff will meet with the Chairperson to discuss the proposal. A funding amount is recommended by the Chairperson, then presented to the full Commission body for review and approval. Applicants may submit their preferred funding amount but the final allocation for funding is approved by the Commission.

### **STEP 2 (Two to five months prior to the event/program)**

Attend an ACC meeting to make public comments and share information about your event/program with the Commissioners.

***IF*** the ACC would like to learn more about your proposal, they will include your proposal in the agenda for the following month's meeting and invite you to present your proposal.

### **STEP 3 (One to four months prior to the event/program)**

***IF*** the ACC agendaized your proposal for that month's meeting, you will attend the meeting to present your proposal and request for funding.

***Pending your presentation***, the ACC may approve a board motion for funding.

### **STEP 4 (One to three months prior to the event/program)**

***IF*** approved for funding from the ACC, you will work with Staff to process an agreement and financial paperwork.

***IF*** all agreement and financial paperwork is processed, send Staff a request for logos and "boiler statement" acknowledging the ACC in marketing materials.

Statement of sponsorship and the city brand/logo must appear on all publicity, programs, and related literature using the following wording:

- Sponsored by the Glendale Arts and Culture Commission and [Organization name].

### **STEP 5 (One to two months prior to the event)**

***IF*** all paperwork and acknowledgments of the ACC have been completed, send Staff any promotional materials to disperse via social media or flyers. All promotional materials for events must be approved in advance by Staff before they are dispersed.

### **STEP 6 (One month prior to the event)**

***IF*** all promotional materials have been dispersed, send Staff any VIP receptions or events to invite the Commissioners for their attendance. The event will be co-sponsored by the Glendale Arts and Culture Commission and the organizers of the event, regardless of whether there are fees or materials for sale.

For more information, please contact [artsandculture@glendaleca.gov](mailto:artsandculture@glendaleca.gov) or 818-548-2030.

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