

Legislation Details (With Text)

File #: 15-16401 **Version:** 1 **Name:**
Type: Business Item **Status:** Agenda Ready
File created: 9/9/2021 **In control:** City Council Business Meeting
On agenda: 9/27/2021 **Final action:**
Title: Acceptance of a Sponsorship for an Animal Adoption Day Event

Attachments:

Date	Ver.	Action By	Action	Result
9/27/2021	1	City Council Business Meeting	Approve	Pass

Acceptance of a Sponsorship for an Animal Adoption Day Event

Action:

Accept an exclusive sponsorship in the amount of up to \$5,000 from the Subaru Corporation to fund an animal adoption day in October 2021 with the Animal Care and Control Division of the Charlotte-Mecklenburg Police Department.

Staff Resource(s):

Johnny Jennings, Police
 Sherie Pearsall, Police
 Joshua Fisher, Police

Explanation

- In the past 12 months, Animal Care and Control Division (AC&C) has received over \$225,830 in donations, many of which were generated during or as a result of special events in partnership with outside agencies.
- These events and sponsorships are a large part of how AC&C is able to save so many animal lives in Charlotte's effort to be a "No Kill Community."
- AC&C events promote not only adoptions but also community resources, including free medical examinations and vaccinations, identification tags, and microchips for pets as well as free COVID-19 vaccinations for owners.
- The AC&C has been asked to partner with Subaru for a one-day event that includes a donation of up to \$5,000 to fund the event.
- Subaru works with over 600 animal welfare agencies across the country on this annual event.
- AC&C and the community at large would benefit from the additional marketing resources added by the national marketing campaign Subaru Loves Pets is providing.
- City Council adopted a Sponsorship Policy in November 2009. This policy states that every approved sponsorship relationship shall be documented in a properly authorized Sponsorship Agreement. Sponsorship Agreements shall include provisions that:
 - identify the benefits to be given by the sponsor to the City,
 - identify the benefits to be given by the City to the sponsor,
 - state that the sponsorship is nonexclusive, and
 - establish the term or duration of the sponsorship relationship and grant the City and the sponsor the right to terminate the sponsorship relationship at any time, with or without cause.
- The Sponsorship Policy further provides that "a sponsorship may be exclusive if the City Council determines that there are compelling reasons for exclusivity."
- As this is a one-day event in which Subaru is funding the full costs, Subaru has asked to waive the

non-exclusion clause and be the sole sponsor for this specific event.

- The proposed sponsorship will provide an additional targeted opportunity for increasing the adoption of animals from the shelter.
- The sponsorship is for a one-day term in October 2021 and does not require a local match.

Fiscal Note

General Grants Fund