

Legislation Details (With Text)

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|----------------------|------------------------------------------------------------------------------|----------------------|---|-------------------------------|--|
| File #: | 15-17527 | Version: | 1 | Name: | |
| Type: | Policy Item | Status: | | Agenda Ready | |
| File created: | 3/2/2022 | In control: | | City Council Business Meeting | |
| On agenda: | 9/12/2022 | Final action: | | | |
| Title: | Sponsorship Policy Revisions | | | | |
| Attachments: | 1. Sponsorship Policy Resolution, 2. Citywide Sponsorship Policy - blackline | | | | |

| Date | Ver. | Action By | Action | Result |
|-----------|------|-------------------------------|---------|--------|
| 9/12/2022 | 1 | City Council Business Meeting | Approve | Pass |

Sponsorship Policy Revisions

Action:

Adopt a resolution revising the Council-adopted Sponsorship Policy to account for exclusive sponsorships provided for specific Animal Care and Control adoption/clinic and Missing Persons events.

Staff Resource(s):

Johnny Jennings, Police
Joshua Fisher, Police

Current Ordinance

- A sponsorship is a contribution of money or in-kind support for a city program or service in exchange for which the city acknowledges the sponsor and contribution and grants the sponsor some rights to associate their name and their products with the program or service.
- City Council adopted a Sponsorship Policy (Policy) in 2009 to govern the approval of sponsorships of the City of Charlotte and City programs and services by external entities. Under this agreement, every approved sponsorship relationship must be documented in a Sponsorship Agreement approved by City Council or the City Manager.
- The Animal Care and Control (AC&C) Division within the Charlotte-Mecklenburg Police Department (CMPD) routinely receives offers from various private sector organizations to sponsor animal clinic days or adoption events.
- CMPD also receives sponsorships to help in the efforts of locating missing persons.
- Some of these opportunities are missed due to the timing required to fulfill the sponsorship approval process.
- To capitalize on these partnership opportunities, help locate missing persons, and save additional pets, a policy exception is being requested specifically for sponsorships of Missing Persons and AC&C events.
- Current Non-Exclusive provisions:
 - The Policy also states that most sponsorships must be non-exclusive, meaning that the city cannot commit to a single exclusive sponsor for a given service or program unless City Council determines that there are compelling reasons for exclusivity.
 - As written, the current policy requires each AC&C event and Missing Persons program that is sponsored by one company to be approved by City Council to be exclusive, even when one sponsor is providing funding for the entire day's event.

Proposed Changes

- Update the Policy language to allow AC&C service sponsorships for adoption and clinic events and

Missing Persons sponsored programs to be exempt from the Policy's non-exclusive provision to allow for a single sponsor of select events on a given date(s).

- Include additional administrative and formatting updates consistent with current policy and practice.

Attachment(s)

Resolution

Sponsorship Policy - Blackline