

Legislation Text

File #: 15-16650, Version: 1

Acceptance of a Sponsorship for an Animal Adoption Day Event

Action:

Accept an exclusive sponsorship in the amount of up to \$2,000 from the Subaru Corporation to have the Animal Care and Control Division of the Charlotte-Mecklenburg Police Department attend the Charlotte International Auto Show and set up an animal adoption booth in November 2021.

Staff Resource(s):

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

Explanation

- In the past 12 months, the 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 can save 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 four-day event that includes a donation of up to \$2,000 to fund the 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 four-day event in which Subaru is funding the full cost, 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 four-day term from November 18 through November 21, 2021, and does not require a local match.

Fiscal Note

General Grants Fund

Attachment(s):

Agreement