

City of Grand Prairie
City Manager's Office
ADMINISTRATIVE POLICY MEMORANDUM

**SUBJECT: NON-PROFIT SPONSORSHIP AND
EVENT ATTENDANCE POLICY**

**A.P.M. no.
Effective
Revised**

**1.0
12/01/2023**

1. POLICY

1.1 The City Manager, or representative, will budget a set amount annually for sponsorships and event tickets.

1.2 This policy defines and provides the guiding principles for the financial management of same requested of the City of Grand Prairie ("the city"). The objectives of this policy are to ensure consistent practices regarding payments made to support local non-profits, events, community projects or programs, and other similar activities that are not controlled or hosted by the city. Controls are created to establish, maintain, and enforce a sound system of operational procedures following industry best practices and internal control objectives.

2.0 PURPOSE

2.1 Public money cannot be used for private benefit. Therefore, any funding must serve a broader public purpose in the Grand Prairie community. The two ways the city may financially participate in an event are:

Sponsorships: When the city provides funding and/or in-kind services to assist in advertising or staging an event or program hosted by a third party in return for benefits, including recognition and tickets to the event. These require a Sponsorship Application (Exhibit A) be completed and returned to the City Manager's Office within the application period of December 1-31.

Event Attendance: When the city buys tickets/tables to banquets or foursomes in golf tournaments. These do not require a Sponsorship Application and are approved by the City Manager's or City Secretary's office throughout the year. Events must serve a public purpose for Grand Prairie and benefit the Grand Prairie community.

3.0 DEPARTMENTS AFFECTED/RESPONSIBILITIES

3.1 All City departments in all funds are included. All requests for sponsorships and event tickets (including golf tournaments, banquets, luncheons, dinners, and advertisements), will be directed to the City Manager's Office for consideration.

4.0 PROCEDURE

4.1 When can requests be made:

Sponsorship Applications (Exhibit A for APM01) must be filed between December 1-31 of the current year, for funding January - December of the subsequent year. Funding requests would be considered by the City Council in January following the submittal period in December for approval. Once approved, the organization would invoice the city at least/no later than 60 days in advance of the event to receive funds.

4.2 What is required:

1. Completed Sponsorship Application submitted between December 1-31 per instructions on the city's website.
2. Evidence of being a 501(c)(3); 501(c)(4) or a Grand Prairie Chamber of Commerce in the form of the organization's IRS letter of determination and/or a copy of your organization's nonprofit status.
3. If approved, an invoice at least/no later than 60 days in advance of event, and organization must be set up as a city vendor for payment through the Finance Department, which will require additional time and paperwork.

4.3 Approval Process:

Once a year, nonprofits may apply for sponsorship funding using the Sponsorship Application on the city's website. Applications are submitted between December 1 - 31. These go to the City Manager's Office for verification and consolidation. Qualifying applications will be taken to City Council for approval at a January meeting. Once approved or denied, city staff will notify applicants. Approved applicants will invoice the city for the approved amount at least/no later than 60 days in advance of the event. The invoice will be sent to the City Manager's Office, PO Box 534045, Grand Prairie, Texas 75053, or sponsorships@gptx.org.

5.0 QUALIFICATIONS TO APPLY

5.1 Applicants must be nonprofits staging an event that serves a public purpose and benefits Grand Prairie residents.

5.2 The organization must be a

- certified nonprofit 501(c)(3) or 501(c)(4); or a Chamber of Commerce in Grand Prairie for a minimum of three years before application and with an active board of directors in compliance with the IRS;
- or directly affiliated with a city-sponsored event such as the MLK Parade and Festival; Cinco de Mayo Parade and Festival; or Juneteenth Parade and Park Party.

5.3 The city has the right to audit the organization's financial records and reclaim funds if used inappropriately or not for purpose of sponsorship.

5.4 Organizations previously funded by the City of Grand Prairie must have successfully fulfilled all prior contractual obligations or provide a written explanation outlining the reasons for noncompliance.

5.5 Organizations must be willing and able to comply with city insurance requirements before signing a contract or executing a funding agreement if applicable.

5.6 In deciding how to award sponsorships most responsibly, we look for projects that:

- Help to enhance the quality of life for the Grand Prairie residents.
- Leverage support from other sources. Organizations are generally required to demonstrate the ability to garner matching support for any project that is considered and ultimately supported. The city should not be the only funder or the majority funder.

5.7 Sponsorships are not considered for:

- Debt retirement
- Scholarships, however, the city can sponsor an event that raises money for scholarships.
- Endowments
- Religious, political or lobbying efforts
- Operating support, such as purchase of equipment, fixtures, motor vehicles, furnishings, or other personal property. The funding cannot be used for salaries, or overhead.
- Individuals

City Manager

Mayor

Date

Date



SPONSORSHIP REQUEST FORM

For Grand Prairie non-profits serving a public purpose in Grand Prairie

ORGANIZATION NAME _____

EIN # _____

501(c)(3) # _____

CONTACT NAME _____

YEARS IN EXISTENCE _____

PHONE _____

EVENT NAME _____

EMAIL _____

EVENT LOCATION _____

DATE SPONSORSHIP NEEDED _____

EVENT DATE _____

AMOUNT REQUEST _____

Briefly describe the organization's mission:

Briefly describe the purpose of the event and funding request:

Have you received funds from the city in the past year? Y N

If yes, the amount received and date of the event: _____

What will the city receive in return for this sponsorship (recognition, tickets, t-shirts, an ad in a program, etc.)

How will this sponsorship benefit the community or this organization?

Include an estimated number of Grand Prairie residents impacted: _____

By signing this request, your organization agrees to use sponsorship funds to benefit the Grand Prairie community. Funds are subject to audit by the City and will be refunded if not used in accordance with this request.

Submit online at gptx.org/sponsorships, in person to the City Manager's Office, City Hall 300 W Main Street, Grand Prairie, TX 75050 or by email to sponsorships@gptx.org

Agency Representative

Date