



City Council Policy

Title: Donation and Sponsorship Policy					
Administered By: City Manager’s Office					
Policy No.	Issue Date	Revision Date	Department Head Approved	City Manager Approved	Mayor Approved
		N/A			

ARTICLE I - PURPOSE

This policy establishes guidelines for the solicitation, acceptance, and recognition of donations and sponsorships to support the City of Corona’s programs, events, and capital improvements. This policy ensures transparency, fairness, and alignment with the City’s values and goals.

Section 1.2 Superseded Policies

This policy supersedes and replaces the following policies, which are hereby eliminated in their entirety and are of no further force and effect:

- None

ARTICLE II - DEFINITIONS AND SCOPE

Section 2.1 Definitions

For purposes of this policy, the following definitions shall apply:

- A. Capital Improvement. “Capital improvement” means a long-term investment of funds to improve, repair, replace, or construct an asset, facility, or public infrastructure.

- B. Donation. "Donation" means a voluntary contribution of money, goods, or services to the City without expectation of marketing or other benefits. A donation may be either a general donation or a restricted donation.
- C. Donor. "Donor" means a person or other legal entity that provides a donation to the City.
- D. General Donation. "General donation" means a donation to the City without any limitations being placed upon its use.
- E. In-Kind Contribution. "In-kind contribution" means a non-monetary donation of goods, services, or expertise provided to the City in lieu of a cash donation. Examples include donated materials, volunteer labor, or professional services.
- F. Regulated Age-Restricted Businesses. "Regulated age-restricted business" means businesses that require customers to be of a certain age to purchase their products or services, including but not limited to alcohol retailers, cannabis dispensaries, and tobacco and vape shops. These businesses operate under specific legal and regulatory requirements. For purposes of this policy, "regulated age-restricted business" does not include adult businesses as defined under Section 17.41.020 of the Corona Municipal Code.
- G. Restricted Donation. "Restricted donation" means a donation designated at the donor's request for a particular City department, location, or purpose.
- H. Sponsor. "Sponsor" means a person or other legal entity that proposes a sponsorship to the City for a program, event or capital improvement.
- I. Sponsorship. "Sponsorship" means a financial or in-kind contribution to the City for an event, program or capital improvement project in exchange for specific marketing or promotional benefits.

Section 2.2 General Scope

Unless otherwise stipulated herein, this policy applies to all donors, sponsors, and City employees. All such donors, sponsors, and employees shall comply with the provisions outlined in this policy. Except as provided in this policy, all businesses, individuals, and organizations may be eligible to provide a donation or sponsorship to the City; however, for sponsorships, priority will be given to persons, businesses and other entities residing

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or operating within the City of Corona. It is the responsibility of all supervisors to ensure that the provisions outlined in this policy are enforced for those City employees under their authority.

Section 2.3 Exemptions from Scope

None.

ARTICLE III – DONATION AND SPONSORSHIP GUIDELINES

Section 3.1 General Guidelines

- A. Acceptance. Donations and sponsorships do not become the property of the City until accepted by the City consistent with this policy and applicable law.
- B. No Professional Advice. The City does not provide legal, accounting, tax or other similar advice to donors or sponsors. Each donor or sponsor is responsible for ensuring their proposed donation or sponsorship meets and furthers the donor's or sponsor's charitable, financial, and estate planning goals.
- C. City Business. The donation or sponsorship must be used for official City business, and not for political activities or other personal business.
- D. FPPC Reporting. If required, the City will report a donation made to the City to the Fair Political Practices Commission ("FPPC") in accordance with the timelines and directives described in title 2, section 18944 of the California Code of Regulations.
- E. Elected Official Behest. If a donation to the City is made at an elected City official's behest from a single source in a calendar year, and the donation meets or exceeds the amount established by the FPPC, the elected City official must file a FPPC Form 803 with the City Clerk disclosing this information.
- F. Conflicts. The City shall maintain the public trust and avoid any potential conflicts of interest when considering donation or sponsorship offers and opportunities.
- G. No Endorsements. Acceptance of a donation or sponsorship does not imply the endorsement of any individual, entity or product by the City or City officials.

Section 3.2 Donations

- A. Donors. Individuals, businesses, or other organizations may make donations to the City.
- B. Types. Donations may be made as general donations or restricted donations.
 - 1. General Donations: Will support the areas of greatest need for the City.
 - 2. Restricted Donations: Will be used for the City department, location or purpose specified by the donor.
- C. No Donor Benefits. A donor will not receive marketing, promotional, or other direct benefits from the City in exchange for their donation.
- D. Possible Recognition. The City may recognize donors through appreciation events or acknowledgments, as deemed appropriate by the City in its sole discretion.

Section 3.3 Sponsorships

- A. Programs and Events.
 - 1. Sponsors. Individuals, businesses, or other organizations may sponsor City programs and events.
 - 2. Types of Programs and Events. The City will determine the types of programs and events for which it will offer sponsorship opportunities. Sponsors may select which of these they would like to sponsor.
 - 3. Sponsor Benefits. The sponsorship benefits for programs and events are as follows: (a) sponsors will receive marketing and promotional benefits for their sponsorships, as determined by the City in its sole discretion; and (b) the level of benefits provided will correspond to the sponsorship amount and agreement between the sponsor and the City, if applicable.
- B. Capital Improvements.
 - 1. Sponsors. Individuals, businesses, or other organizations may sponsor City capital improvements.

2. Types of Capital Improvements. The City will determine the types of capital improvements for which it will offer sponsorship opportunities. Sponsors may select which of these they would like to sponsor.
3. Sponsor Benefits. The sponsorship benefits for capital improvements are as follows: (a) sponsors will receive recognition for their sponsorship of the capital improvement, as determined by the City in its sole discretion; and (b) the level and type of recognition will correspond to the sponsorship amount and agreement between the sponsor and the City, if applicable.
4. Naming Rights Not Included. Naming rights are governed by City Policy 06400.001 (City Property Naming Rights and Honorary Naming). Accordingly, this policy does not cover naming rights and no naming rights shall be granted in connection with a sponsorship for a capital improvement project.

Section 3.4 Regulated Age-Restricted Businesses

- A. Donations. Regulated age-restricted businesses may provide general donations or restricted donations to the City.
- B. Sponsorships – Adult Audiences. Certain regulated age-restricted businesses may provide sponsorships for programs, events, or capital improvement projects that primarily serve adult audiences. The City will, in its sole discretion and in compliance with local, state, and federal laws, determine which regulated age-restricted businesses may provide sponsorships and if the potentially sponsored program, event, or capital improvement project primarily serves an adult audience. Generally, an adult audience is one where at least 71.6% of the audience is reasonably expected to be 21 years of age or older.
- C. Additional Review. Donations and sponsorships from regulated age-restricted businesses may be subject to additional review to ensure compliance with state and federal law, in addition to City policies, as determined by the City in its sole discretion.

ARTICLE IV – POLICY ADMINISTRATION

Section 4.1 Procedure for Acceptance

The City Manager, or their designee, is authorized to accept or reject donations and sponsorships that are consistent with this policy.

Section 4.2 City Discretion

The City retains the right to accept or decline any sponsorship or donation, in its sole and absolute discretion.

Section 4.3 Agreements or Acknowledgements

Sponsorships and donations may be required to be documented through formal agreements or acknowledgments, as determined by the City in its sole and absolute discretion.

Section 4.4 Discontinuation

- A. City Discretion. The City reserves the right, in its sole and absolute discretion, to discontinue or terminate any sponsorship or donation relationship at any time.
- B. Follow-Up. In cases where a sponsorship or donation relationship is discontinued or terminated, the City will determine an appropriate course of action to address any remaining obligations or acknowledgments, as well as whether to return any money or other consideration already provided.
- C. Disallowed Sponsors and Donors. The City will not accept or maintain sponsorships or donations that are inconsistent with the City's goals and objectives or are otherwise not in the best interest of the City. The City reserves the right, in its sole and absolute discretion, to determine if a sponsorship or donation conflicts with the City's goals and objections or is not in the best interest of the City. The City will not accept or maintain sponsorships or donations from businesses defined as adult businesses under Section 17.41.020 of the Corona Municipal Code, as determined by the City in its sole and absolute discretion. The City will not accept or maintain sponsorships from political parties, elected officials, and politically oriented causes or campaigns.

PRIOR VERSIONS

ISSUED: N/A
REVISED: N/A

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