



## United City of Yorkville Sponsorship Policy

### What is Sponsorship?

Sponsorship is an effective marketing and communication tool used by many businesses, organizations and government agencies, regardless of their size. Sponsorships **are not donations**, the City expects their sponsorship will provide a measurable return or benefit for the residents or businesses of Yorkville.

The general aim of sponsorship is to raise the profile of the sponsoring organization, to sell products or services and to reach particular target audiences. Sponsorship also promotes a positive awareness of the organization with residents, customers, potential customers and the community.

Sponsorships are structured in the form of direct financial assistance, or "in kind" sponsorship, which involves the sponsor providing equipment or resources. In kind may be limited due to available equipment, manpower, or other City required events, work, or projects. The affected Department for the resource allocation will be monitored or determined by the Department Head.

### Sponsorship Guidelines

The United City of Yorkville receives a number of sponsorship requests, which unfortunately makes it difficult for us to accept or sponsor every event. We have outlined a series of guidelines to help with the selection of sponsorship events. Guidelines are updated annually and may change from year to year based on the mission and goals of the City Council. All sponsorship requests and proposals shall be submitted to the Human Resource Commission for approval. The Human Resource Commission shall report all approved sponsorships to the City Council. Sponsorship amounts are awarded on a first come, first served basis, based on available funds within the fiscal year budget. Amounts are also limited to \$250 per year, per organization. This policy does not apply to events in which the City is a joint partner, such as the 4<sup>th</sup> of July or Riverfront Festival.

### Sponsorship Categories

If you would like the United City of Yorkville to consider support for your charity, arts, community, social or health, education or sporting activities you will need to submit a proposal. Our main criteria is for the **direct benefit for the residents or businesses of Yorkville**.

### What we will not sponsor

Political or campaign sponsorships

Events that contravenes gaming rules or regulations  
Events or Organizations that do not fulfill the City's missions or goals  
Events or Organizations that do not serve or benefit Yorkville residents or businesses  
For Profit events

**What the United City of Yorkville should know about you**

Please include the following information with your written proposal:

- Event description
- Event detail (date/time/place)
- Contact Person
- What is the purpose of your organization?
- How does your organization benefit the Yorkville community?
- Category of your event/organization
- Specific sponsorship request (e.g., in kind, City facility/park, staff)
- Non-for Profit Status, if applicable

**Please submit proposals for event sponsorship to:**

United City of Yorkville  
C/o Sponsorship Request  
800 Game Farm Road  
Yorkville, IL 60560

# REQUEST FORM FOR SPONSORSHIP FROM THE UNITED CITY OF YORKVILLE

*PLEASE NOTE: All requests must be received by the City Clerk, United City of Yorkville, 800 Game Farm Road, Yorkville, IL 60560, at least 60 days prior to your event for submittal to the Yorkville Human Resource Commission (HRC), which meets on the third Wednesday of each month. For example: if your event is to be held on September 15<sup>th</sup>, your request should be in the City office no later than June 30<sup>th</sup> to be considered at the July HRC meeting.*

**Requests are limited to \$250 per year, per organization**

Event \_\_\_\_\_ Date/Time: \_\_\_\_\_ / \_\_\_\_\_ Location: \_\_\_\_\_

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Name of Contact Person/Title \_\_\_\_\_ / \_\_\_\_\_

Approximately how many Yorkville residents does your organization serve each year? \_\_\_\_\_

What is the purpose of your organization? \_\_\_\_\_

How does your organization benefit the Yorkville community? \_\_\_\_\_

Is your event considered to be (*please check all that apply*):

Fine Arts  Sports  Community  Scouting  Religion-based  Other non-profit

Who will benefit from the funds raised? Youths  Adults  Seniors  Disabled persons

*Please check one:*  Cash *or*  "In Kind" If cash, amount requested: \$ \_\_\_\_\_

If "In Kind," are you in need of Staff?  Yes  No If yes, number of hours \_\_\_\_\_ Time: \_\_\_\_\_

**OR**  Building space Name of City facility/park to be used \_\_\_\_\_

*PLEASE NOTE: If requesting staff time or use of building facilities/park, both are subject to availability on the date you have chosen.*

**DEPOSIT FEES WILL NOT BE WAIVED. IF FACILITIES ARE RETURNED TO SAME CONDITION AS BEFORE USE, 100% DEPOSIT REFUND WILL BE RETURNED WITHIN 10 BUSINESS DAYS.**

*For Office/HRC use only*

HRC Approved: \_\_\_\_\_ Date: \_\_\_\_\_ \$ \_\_\_\_\_ *or*  "in kind"

**OFFICE:**

Date Received: \_\_\_\_\_ Building/facility Requested: \_\_\_\_\_

Requested Facility/Park:  Available  Not Available Signed: \_\_\_\_\_

Requested Staff:  Available  Not Available Signed: \_\_\_\_\_

Date of Notice to by City Council: \_\_\_\_\_

Date **Not** Approved \_\_\_\_\_ Reason: \_\_\_\_\_