

OGDEN CITY POLICY Office of the Mayor	Policy Impacted: Page: 1 of 4
Subject: SPECIAL EVENT SPONSORSHIPS	Effective Date: July 15, 2025
Department: Community and Economic Development	Reviewed by: KME
Division: Art and Cultural Events	Review Date: 7/2/25
Authorized Signature:  <small>Ben Nadolski (Jul 9, 2025 15:04 MDT)</small>	Benjamin K. Nadolski, Mayor

-1: PURPOSE:

The purpose of this policy is to establish clear and consistent guidelines for special event sponsorships. The city is frequently asked to waive fees or provide in-kind services for events held at the Union Station, amphitheater, parks, and other locations within the city. Sponsorship plays a key role in meeting the city's mission to provide safety, education and lifelong learning, stable neighborhoods, a vibrant economy, strong infrastructure, healthy lifestyles, and meaningful connections. This policy provides a process for community organizations to request city resources and ensures that sponsorship decisions are made transparently and impartially. Sponsorship approvals will be guided by this policy to promote the efficient use of taxpayer resources, ensuring that event organizers contribute to the cost of services and work toward self-sufficiency.

-2: APPLICABILITY AND EXCEPTIONS:

This policy applies to all private, non-governmental entities, including nonprofit and for-profit organizations. It does not apply to public entities, such as political subdivisions, governmental agencies, school districts, or public institutions of higher education. Any assistance to public entities may be extended at the discretion of city administration as mutual aid but falls outside of the scope of this sponsorship policy.

The following are exempt from the requirements of this policy:

- A. Special events explicitly listed as line items in the current city budget.
- B. Services provided by one city department in support of another city department during a city-organized special event.

-3: DEFINITIONS:

As used in this policy:

“City organized special event” means an event:
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- A. planned and executed exclusively by city staff; or
- B. executed in partnership with a third-party organization under a written agreement with the city.

“City sponsored event” means a special event that has successfully completed the city’s sponsorship application process and received formal approval from the CAO or CAO’s designee.

“Fee waiver” means the reduction or elimination of standard city fees for permits, facility rentals, or other charges.

“In-kind services” means non-monetary contributions provided by the city, such as labor, materials, or use of city-owned equipment.

“Special event” means any organized activity involving the use of, or having an impact on, public property which is not within the routine and ordinary use of the property or which, by nature of the activity, may have a greater impact on city services or resources, neighborhoods, businesses, or the community as a whole than would have occurred had the activity not taken place, including, parades, gatherings, arts and crafts shows, fairs, festivals, and athletic events. The Special Event Coordinator shall determine whether an activity is considered a special event.

-4: AUTHORITY:

Sponsorships are approved by the CAO or CAO’s designee.

-5: POLICY:

A. Limitations:

1. Sponsorships are limited to fee waivers and in-kind contributions; cash donations are not permitted.
2. Special event business license fees cannot be waived.
3. City sponsored events must occur within twelve months of being approved.
4. Submission of a special event sponsorship application does not guarantee approval. The city retains full discretion to approve or deny applications based on the priorities outlined in this policy and the availability of resources.
5. Sponsorships approved in one fiscal year for events occurring in a different fiscal year are contingent upon budgetary appropriations.

6. Applicants must comply with all applicable rules, regulations, laws, and ordinances.
- B. Evaluation Criteria: Preference will be given to sponsorship applications that:
 1. include a detailed plan for the city sponsored event to become self-sufficient without city sponsorship in future years;
 2. acknowledge the city's support in a meaningful and visible way, providing public recognition that reflects the value of the city's contribution;
 3. minimize impacts to city staff and public roads, facilities, and services;
 4. create benefits to the local business community;
 5. demonstrate a reasonable correlation between the number of attendees and the cost of city support;
 6. are not duplicative of other special events held in the city within the same calendar year;
 7. involve collaboration among multiple community groups;
 8. are open to the public;
 9. request no more than \$3,500 or 50% of total costs, whichever is less, including:
 - a. in-kind services
 - b. fee waivers;
 - c. any other grants awarded by the city; and
 - d. any additional costs incurred by the city;
 10. are not primarily focused on political or religious purposes;
 11. are proposed by individuals or organizations with a demonstrated record of fulfilling obligations from previous special event or reservation agreements;
 12. do not tax city resources beyond what is reasonably available; and
 13. have not received city sponsorship two or more times previously.

C. Procedures:
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1. Sponsorship requests must be submitted in writing using the designated application form.
2. Applications must be submitted at least 90 days prior to the proposed city sponsored event. Requests submitted less than 90 days in advance will not be considered.
3. Applicants must provide the following financial information:
 - a. For returning applicants: financial expense statements from the prior year's event, if any, and a proposed budget for the current year's proposed city sponsored event.
 - b. For first-time applicants: the proposed budget for the current year's proposed city sponsored event.
4. The Special Event Coordinator will forward applications to relevant departments to evaluate eligibility and estimate fees. The application, along with department feedback, will then be reviewed by the CAO or the CAO's designee for action. After the review process, applicants will be notified of the decision to approve, deny, or partially approve the application.
5. Scheduling and use of city facilities are subject to the availability of the requested facilities and city staff. City sponsored events do not take priority over city programs, activities, or previous commitments to third parties.