

RESOLUTION NO. 2025-034

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ELK GROVE
ADOPTING THE CITY OF ELK GROVE EVENT SPONSOR AND VENDOR POLICY**

WHEREAS, the City of Elk Grove ("City") organizes and produces a variety of events and festivals for the purpose of bringing the community together and promoting local businesses and organizations that align with the City's mission, vision, and values; and

WHEREAS, these events are organized by the City with support from sponsors and community groups; and

WHEREAS, events organized and/or produced by the City are held and maintained as a non-public forum, and any messages related thereto, including, without limitation, vendor and/or sponsorship selection for such events, are a form of government speech; and

WHEREAS, the City reserves its right to exercise such government speech to the full extent permitted by law; and

WHEREAS, the City wishes to adopt an Event Sponsor and Vendor Policy to set criteria and guidelines for determining which persons or entities may sponsor and/or provide goods and services at City events.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Elk Grove hereby adopts the City of Elk Grove Event Sponsor and Vendor Policy attached hereto as Exhibit A and incorporated herein by reference.

PASSED AND ADOPTED by the City Council of the City of Elk Grove this 12th day of March 2025




BOBBIE SINGH-ALLEN, MAYOR of the
CITY OF ELK GROVE

ATTEST:


JASON LINDGREN, CITY CLERK

APPROVED AS TO FORM:


JONATHAN P. HOBBS,
CITY ATTORNEY

**CITY OF ELK GROVE
EVENT SPONSOR AND VENDOR POLICY**

I. PURPOSE

The purpose of this Event Sponsor and Vendor Policy (“Policy”) is to establish City criteria and guidelines for determining which persons or entities may sponsor and/or provide goods and/or services at events organized and/or produced by the City of Elk Grove. The City recognizes that the operation of a democratic government requires the public to have confidence in the integrity of its government. As such, public events organized and/or produced by the City are maintained as a non-public forum and regulated by the City. The City’s selection of vendors and/or sponsors for these events is a form of government speech, over which the City has lawful discretion as to the message conveyed by such vendors or sponsors. The City reserves the right to exercise such government speech to the full extent permitted by law and in accordance with the terms of this Policy.

II. SCOPE

This Policy applies to all public events organized and/or produced by the City. This Policy is adopted pursuant to and consistent with the government speech doctrine. Nothing herein shall be construed to create a public forum of any kind or type, whether unlimited, limited, designated, or otherwise.

III. DEFINITIONS

- a. City Produced Event:** An event organized and/or produced by the City of Elk Grove, examples of which include, without limitation, the Multicultural Festival, Salute to the Red, White and Blue, and Big Truck Day. A City Produced Event does not include events primarily organized by persons, entities, or organizations other than the City of Elk Grove whether such events receive grant or other funding or consideration from the City or not.
- b. In Kind Payment:** Full or partial payment of sponsorship fee in goods or services, rather than cash, deemed by the City to be beneficial to the sponsored event. The value of the goods or services to be provided shall be measured by their fair market value, as determined by the City. At the time of application for sponsorship, sponsors shall document in writing the proposed valuation of the goods and/or services to be provided.
- c. Sponsor:** A person, entity, or organization approved by the City for sponsorship of a City Produced Event.

- d. **Sponsorship Recognition:** For each City Produced Event, the City will determine sponsorship levels and the benefits sponsors will receive in exchange for their financial or in-kind support for the event.
- e. **Vendor:** A person, entity, or organization approved by the City to provide or offer goods and/or services at a City Produced Event.

IV. GENERAL PROVISIONS

This Policy governs the approval of sponsors and vendors for events organized and/or produced by the City. Pursuant to this Policy, and as approved by staff under the supervision of the City Manager's Office, the City may approve sponsors and vendors for its events that align with and further the City's mission, vision, and values.

The City recognizes that the public trust and perception of its integrity may be damaged by sponsors and vendors that:

- a.) establish or are perceived as establishing an inappropriate association with the City;
- b.) sell or promote inappropriate or unprofessional goods or services;
- c.) are perceived to have religious proselytism (not including non-profit organizations that promote awareness or services available from a faith-based organization); or
- d.) are offensive to segments of the Elk Grove community and/or the City's visitors.

Therefore, the City will only allow sponsors and vendors for its events as outlined in this Policy.

V. ELIGIBILITY CRITERIA

The City shall consider, without limitation, the following criteria when evaluating whether a sponsor or vendor is appropriate for a City event:

- The compatibility of the proposed sponsor or vendor's mission and/or product or services with the City's mission, vision, and values;
- The compatibility and appropriateness of the proposed sponsor or vendor's mission and/or product or services with the City Produced Event;
- The proposed sponsor or vendor's past record of involvement in the community and with City Produced Events or projects;
- The actual value, in cash or in-kind goods or services, of the sponsorship or vendor proposal in relation to the benefit of the City;

- Whether the proposed sponsor or vendor will establish, or will be perceived as establishing, an inappropriate association with the City;
- Whether the proposed sponsor or vendor manufactures products, takes positions, or otherwise engages in activity that is inconsistent with local, state, or federal law or the City’s mission, vision, and values; and
- Whether the proposed sponsor or vendor aligns with the City’s “No Place for Hate” Resolution.

In all cases, the City shall have the discretion to accept or reject any proposed sponsor or vendor, or any other form of participation in any City Produced Event, as such an event is a form of government speech. The City further reserves the right to decide its message and cannot be compelled to convey or endorse a message of private or non-City persons, entities, or organizations.

VI. INELIGIBLE PERSONS, ENTITIES OR ORGANIZATIONS

The City shall not approve a sponsor or vendor proposal from a person, entity, or organization that is engaged in any of the following activities:

- Promotes the sale or consumption of illegal drugs.
- Promotes the sale or distribution of sexually explicit materials.
- Promotes or proselytizes a religious message (not including non-profit organizations that promote awareness or services available from a faith-based organization).
- Advocates, endorses, or campaigns for a political candidate, message, initiative, measure, or issues involving humanitarian issues.

The above list is illustrative only and is not intended in any way to limit the discretion of the City.

VII. APPROVAL OF SPONSORS OR VENDORS

Approval of sponsors and vendors shall be made in the sole discretion of the City, acting by and through the City Manager or the City Manager’s designee. Potential sponsors and vendors may be required to complete the City’s event sponsor or vendor application form. Incomplete applications forms, if required, may not be accepted, and the City may require additional information as necessary to evaluate compliance with this Policy.

VIII. POLICY DEVIATIONS; REVOCATION OF SPONSORS OR VENDORS

The City reserves the right to deviate from this Policy and the criteria contained herein and/or revoke any approved sponsor or vendor at any time if, in the City’s sole discretion, it is in the best interests of the City.

CERTIFICATION
ELK GROVE CITY COUNCIL RESOLUTION NO. 2025-034

STATE OF CALIFORNIA)
COUNTY OF SACRAMENTO) ss
CITY OF ELK GROVE)

I, Jason Lindgren, City Clerk of the City of Elk Grove, California, do hereby certify that the foregoing resolution was duly introduced, approved, and adopted by the City Council of the City of Elk Grove at a regular meeting of said Council held on March 12, 2025 by the following vote:

AYES: **COUNCILMEMBERS:** *Singh-Allen, Robles, Brewer, Spease*

NOES: **COUNCILMEMBERS:** *None*

ABSTAIN: **COUNCILMEMBERS:** *None*

ABSENT: **COUNCILMEMBERS:** *Suen*



Jason Lindgren, City Clerk
City of Elk Grove, California