

City of Longmont Special Event Sponsorship Policy - Updated June 2024

Purpose: Provide guidelines for City sponsored support of events, balancing the needs of the community with the appropriate stewardship of public funds. City sponsorship of events, as may be authorized by the City Council or the City Manager, constitutes governmental speech and serves as an expression of the City.

Sponsorship Defined: For the purposes of this policy, “Support” is defined as the provision of event staffing, promotion, traffic control, barricades, water stations, parks use and maintenance, police, fire/EMS, electricity, waste services (zero waste), space, stage, insurance and production of the event. Other forms of event sponsorship, including direct monetary support, are beyond the scope of this policy.

City Sponsorship has several levels:

1. **City produced public free events** – each City Department providing some form of Support pursuant to this policy budgets for their costs associated with that Department’s services in connections with the event. Vendors must provide their own insurance if required by Risk Management. These events are approved by the City Manager.
2. **City produced pay-to-play events** – the department event coordinator sponsoring the event pays each applicable department for the provision of Support for the event.
3. **Longmont Downtown Development Authority (LDDA) Special Events** – these events are determined in the IGA with the City each year and are considered City-sponsored for which traffic control and promotion are provided by the City and budgeted for by the applicable Department. Services for LDDA events not included in the IGA will be paid for by the LDDA.
4. **Co-sponsored public free events** – defined as events that are organized by an outside group who asks for City resources for production of the event. Parades are provided with traffic control as part of the permit process, but are not considered City sponsored events unless otherwise approved in accordance with this policy. Requests for sponsorship are approved by City Council either as a onetime event or on an ongoing basis. Staff will include cost information in a Council communication for any new requests for city-sponsorship for Council consideration. If the City Council approves full sponsorship of an event, costs will be paid from Council Contingency in the first year, and then budgeted in the departments for subsequent years, if appropriate. This process is coordinated by the City Manager’s Office and those requesting this level of sponsorship should contact the City Manager’s Office.
5. **Neighborhood and Longmont Multi-cultural Action Committee (LMAC) event sponsorship** – requests for City sponsorship of this type will go through Community and Neighborhood Resources for approval, who will coordinate requests with other department staff to provide traffic control, facilities use, parks use and maintenance, waste services, stage, police, fire/EMS and electricity. Those requesting this level of sponsorship should contact Community and Neighborhood Resources.
 - a. **Neighborhood block parties** – neighborhood leaders may request City Sponsorship for block parties in the form of barricades provided by the City and picked up by the neighborhood leader supporting the event. The Neighborhood leader must apply for a permit through the City Clerk. Neighborhood leaders requesting this type of Support can work with Community and Neighborhood Resources for assistance.

- b. St. Vrain Valley School District (SVVSD) Sponsored Events – each department budgets for their staff to provide services that are part of the SVVSD Facilities Agreement.
6. **City attended events** – defined as events in which the City pays a booth fee or similar to attend an event organized by an outside group. City attended events are not City Sponsored Events. The City logo can be used for marketing purposes as an entity participating in the event.

City Council will not sponsor or provide funding for:

- Events not produced by the City that are not open and free to the public
- Events for the purpose of fundraising; or
- Special Events promoting a specific political party or candidate for office

The following events are approved at the level described:

City Produced Public Free Events (City Entity is the Applicant to UOPP Application):

- **Cinco de Mayo** - (Children Youth & Families)
- **4th of July Fireworks and Event** – (Fire)
- **Rhythm on the River/at Roosevelt and Rogers River Run** – (Recreation)
- **Halloween Parade** – (Recreation co-sponsored with LDDA, per IGA)
- **Dia de Los Muertos & Procession** – (Museum)
- **Longmont Lights** – (Recreation)
- **4th of July Longmont Symphony Concert** – (City pays Symphony to perform)

City Produced Pay-to-Play Events

- **Longmont Triathlon**, both adult and kid event - (Recreation)
- **Strider Rider Race** – (Recreation)
- **Turkey Trot** – (Recreation)

LDDA Sponsored Events, per Intergovernmental Agreement (IGA)

- **Clean and Green**
- **ArtWalk – May, June, July, August and September** (LDDA with a co-sponsor)
- **Downtown Summer Concert Series**
- **Unity in the Community** – (Longmont Chamber of Commerce with LDDA co-sponsor)
- **Holiday Tree Lighting**

Co-sponsored public free events

- **Juneteenth Celebration (approved in April 2023)**
- **Pride Festival - OUT Boulder County (approved in April 2023)**
- **Unity in the Community – Longmont Chamber of Commerce (approved in July 2023)**
- **Nepali Jatra (approved in December 2023)**

Parades for which the City provides Traffic Control Services

- **Boulder County Fair Parade** - (Kiwanis Club)
- **Veterans Day Parade** – (American Legion)
- **Rotary Pancake Breakfast** (Waste Services Provided) – (Longmont Twin Peak Rotary Club)