

City of Longmont Special Event Sponsorship Policy - Updated April 2025

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 promotion, traffic control, barricades, water stations, parks use and maintenance, police, fire/EMS, electricity, waste services (zero waste), space, stage, insurance in service to the production of the event. Other forms of event sponsorship, including direct monetary support, are beyond the scope of this policy. Promotion includes adding the event to the City calendar, placing an article in the Times-Call City Talk column, This Week in Longmont and posting on social media.

Policy: The City welcomes the partnership of people, businesses and organizations for City-hosted events. Often, the participation of sponsors is desirable to offset the costs of events and to reduce the expenditure of taxpayer dollars for events. The City Manager, or designee, shall approve any proposed sponsorships of City-Hosted events but in no case shall the following be approved for sponsorship of any City-Hosted event:

- Political candidates or political committees running for office in the city, county, state or federal government
- Organizations or people that are politically divisive in matters of political controversy, ideological or religious beliefs, or individual convictions
- Sponsorships where the acceptance of a potential sponsorship would create a conflict of interest or policy, e.g., a sponsorship from a tobacco or cannabis company

Additionally, it is the City's policy to not provide support or direct monetary support to outside events organized by third parties for any events that:

- Are not open and free to the public
- Are for the primary purpose of fundraising for the agency's operational expenses
- Support political candidates, divisive or controversial events or conflict of interest events

There are six types of events covered in this policy:

1. **City-Hosted and produced public free events** – events the City of Longmont is putting on and for which the city bears 100% responsibility. Each City Department providing some form of support pursuant to this policy budgets for their costs associated with that Department's services in connection 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** – events the City of Longmont is putting on and for which the city bears 100% responsibility. 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. **City supported public free events** – events organized by third parties that receive some type of support from the City in order to put on the event (ie waste disposal support, traffic control support, etc.) - more than 1 type of support may be provided. The city is only responsible for the services we have agreed to provide for these events. 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, which 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's Office. 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 sponsored/attended events** – events organized by a third party that the city has agreed to financially support in exchange for recognition. The city is not responsible for these events (an example is an event in which the City pays a booth fee or similar to attend an event organized by an outside group). The City logo can be used for marketing purposes as an entity participating in the event. If a division or department decides to partner with an external organization to co-host and pay for a free public event not on the list, approval from their Assistant City Manager is required.

The following events are approved at the level described:

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

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

City Produced Pay-to-Play Events

- **Longmont Triathlon**, both adult and kid event - (Recreation)
- **Strider Rough 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/Downtown Summer Arts & Music Series**
- **Holiday Tree Lighting**
- **Up to 5 other IGA events (TBD) to be held on avenues adjacent to Main St.** (traffic control only)

City Supported public free events

- **4th of July Longmont Symphony Concert** – (City pays Symphony to perform)
- **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)

In addition, the City will help promote for organizations that have a contract with the City for services (if there is room in the publication requested). Promotion includes an article in the Times-Call *City Talk* column, *This Week in Longmont* and social media. These organizations include the economic development contracts/memberships (Longmont Economic Development Partnership, Longmont Chamber of Commerce, Colorado Enterprise Fund, Latino Chamber of Commerce) and the following Housing and Human Services Contracts (fundraisers will not be advertised):

A Precious Child
A Way Forward

Attention, Inc. dba TGTHR
Autism Society of Boulder County
Blue Sky Bridge
Boulder County AIDS Project (BCAP)
Boulder County Farmers Markets
Boulder County Public Health
Boulder Pride dba Rocky Mountain Equality
Boulder Valley Health Center, Inc
Boulder Voices for Children
Bridge to Justice
Center for People with Disabilities
Colorado Legal Services
Colorado Statewide Parent Coalition
Community Food Share
Community Roots Midwife Collective
Cultivate
Developmental Disabilities Center dba Imagine!
El Centro AMISTAD
El Comite de Longmont
Emergency Family Assistance Association
Foundation for Scalable Innovations
Growing Gardens of Boulder County, Inc.
HomeAhead
I Have a Dream Foundation of Boulder County
Immigrant Legal Center of Boulder County
Intercambio Uniting Communities
Longmont Meals on Wheels, Inc
Medicine Horse Program
Mental Health Center of Boulder County Inc
Mother House
myWealthBeing
Open Door
Outreach United Resource Center, Inc. dba OUR Center
Project Angel Heart
Qualified Listeners Corp.
Recovery Cafe Longmont
Rise Against Suicide
Rocky Mountain Legal Center
Sister Carmen Community Center
St. Benedict Health and Healing Ministry
The Early Childhood Council of Boulder County
The Inn Between of Longmont, Inc.
The Reentry Initiative
The Tiny Tim Center, Inc dba TLC Learning Center

TRU Community Care
Via Mobility Services
Wild Plum Center for Young Children and Families
YMCA of Northern Colorado