

CO-SPONSORSHIP POLICY FY26

revision 05-01-2025

I. Purpose

This policy outlines the criteria and process by which the City of Palm Bay partners with nonprofit organizations and government entities to support public events through in-kind services. Co-sponsorships help promote community engagement, tourism, quality of life, and cultural enrichment while ensuring responsible allocation of City of Palm Bay resources.

II. Definitions

A. Co-Sponsorship

A co-sponsored event is defined as a single-day or multi-day event that is planned and conducted by an outside nonprofit organization or government entity with the assistance of City staff time, equipment, public safety services, and/or use of City-owned facilities.

This assistance does not imply that services are provided at no cost. Please see Section V for details.

Co-sponsored events are defined as those in which rental and fee waivers exceed \$1,500, distinguishing them from small events eligible for administrative approval. The City does not provide monetary funding for co-sponsored events. The City of Palm Bay allocates General Fund funds (if available) annually for the purpose of partnering with non-profit organizations in hosting community events.

For more information on eligibility and requirements for small-event administrative approvals (valued at \$1,500 or less), please contact:
specialeventapplications@palmbayfl.gov

B. In-Kind Services

In-kind services refer to non-monetary support provided by the City of Palm Bay in connection with an approved co-sponsored event. For the purposes of this policy, in-kind services include waived fees for the use of City-owned facilities and equipment rentals.

In-kind services do not include day-of labor, public safety staffing, inspections, and

setup/breakdown of special equipment. Those are the responsibility of the applicant and are charged in accordance with the City's adopted fee schedule and departmental labor rates.

III. Co-Sponsorship Goals

Co-sponsorships must advance one or more of the following objectives:

- Promote the City of Palm Bay as a desirable place to live, visit, and do business.
- Promote the City of Palm Bay as a visitor destination, provide a positive economic impact, and/or generate tourism-associated revenue.
- Enhance the quality of life and well-being of some or all residents of the community.
- Advance the City of Palm Bay's commitment to and pride in being a multicultural community.
- Promote cultural and artistic awareness within the City of Palm Bay.

The City of Palm Bay retains final authority to approve or deny co-sponsorships based on alignment with these goals, any perceived risk to the City of Palm Bay's public image or operational capacity of the City of Palm Bay, and compliance with Risk Management requirements, including the provision of appropriate insurance coverage.

IV. Eligibility to Apply

Applicants must meet all of the following:

- a) Be a 501(c)(3) nonprofit organization or government entity.
- b) Host a free event open to the general public.
- c) Submit a completed application during an official application window.

Events not eligible for co-sponsorship include:

- Events charging admission or participation fees (e.g., races, tournaments).
- Fundraising, commercial, or political events.
- Events primarily for promotion or personal gain.

V. Co-Sponsorship Limitations

- Rental Fee Waivers Only: Only facility and equipment rental fees may be waived.
- Labor Costs: Applicant is responsible for all day of labor-related costs, including fire

inspection, police detail, Parks & Facilities staffing, Recreation staff (if outside normal hours), and setup/breakdown of special equipment per the established fee schedule.

- Annual Cap: Total co-sponsorship allocation shall not exceed \$50,000 per fiscal year.
- Per-Event Cap: Individual event co-sponsorship may not exceed \$10,000 in waived rental value.
- One Per Year: Each applicant (per taxpayer ID) is eligible for one co-sponsored event per fiscal year.

VI. Evaluation Criteria

If the applicant is eligible to apply, and if funding is available in the fiscal year budget, the following additional criteria will be evaluated to determine the role and extent of any City of Palm Bay co-sponsorship:

- a. Does the program provide a public purpose by meeting one or more of the City of Palm Bay Co-Sponsorship Goals as stated above?
- b. Do the costs of such co-sponsorship serve a public purpose by providing or expanding public services or programs?
- c. Does the event complement or conflict with current City special event programming?
- d. What is the applicant's experience with organizing/producing this type of event? The City will review information related to the applicant's past history of performance (when applicable).

VII. Applications

A. Application Windows

The City of Palm Bay accepts co-sponsorship applications twice per year based on when the event occurs:

Fall–Winter Events (October 1 – March 31):

- Application Period: June 2 – July 3, 2025
- Staff Review: July 8 – July 18, 2025
- Target Council Meeting: August 7, 2025

Spring–Summer Events (April 1 – September 30):

- Application Period: TBA

Exact dates will be published annually by the City of Palm Bay via website and email announcement.

B. Submission Requirements

Applications must be submitted via email to both:

Citymanager@palmbayfl.gov and specialeventapplications@palmbayfl.gov

Required documents:

1. Cover letter describing how the event meets the City of Palm Bay's goals.
2. Completed City of Palm Bay Special Events Application and Agreement.
3. Full event budget with all income, expenses, and sponsorships, including direct or in-kind costs. (Template in the application package)
4. Volunteer hours with a breakdown by task category. (Template in the application package)
5. The organization must be active on Sunbiz (excluding places of worship).
6. Must have an active Business Tax Receipt (BTR) with Brevard County, and if the organization is located within a municipality, a valid municipal BTR must also be provided (excluding places of worship).
7. W-9 and IRS nonprofit certification.

C. Review and Approval

Applications will be reviewed by the City of Palm Bay staff and presented to the Council twice per year. Final co-sponsorship approval rests with the City of Palm Bay Council. Submission of an application does **not** guarantee approval.

VIII. Event Safety & City of Palm Bay Responsibilities

When deemed necessary by Risk Management, the City of Palm Bay will provide safety fencing or other protections around water features or high-risk areas at large co-sponsored events.

IX. Fee Schedule Modifications

Fee schedules may be updated at any time through Council approval. As a result, applicants should be aware that estimated fee calculations for in-kind services (waivers and rentals) or labor may be impacted by changes to the adopted fee schedule and departmental rates.