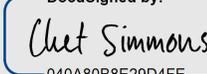


City of Los Alamitos Administrative Regulation

Regulation	1.24		
Title	Sponsorship Policy		
Authority	City Council		
Date	January 7, 2026		
Revised:			

DocuSigned by:

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Chet Simmons, City Manager

1. **Purpose:** This Sponsorship Policy establishes guidelines for accepting, managing, and recognizing sponsors in a manner that aligns with the City’s mission, values, and legal obligations. The policy ensures transparency, fairness, and consistency in all sponsorship relationships.

2. **Application:** This policy applies to all sponsorships related to programs, events, facilities, marketing materials, and digital platforms managed by the City of Los Alamitos.

3. **Regulation:** A sponsorship is a mutually beneficial business relationship in which a sponsor provides financial and/or in-kind support in exchange for recognition or other agreed-upon benefits. Sponsorship does not imply endorsement of a sponsor’s products, services, or viewpoints. Specific sponsorship benefits will be outlined in a written sponsorship agreement and are subject to availability and approval.

4. **Sponsorship Opportunities:**
 - Race on the Base (JFTB)
 - Weekend of Art (Los Alamitos Community Center)
 - Spring Carnival (Little Cottonwood Park)
 - Teen Expo (Los Alamitos Community Center)
 - Paws for the Planet (Laurel Park)
 - Senior Prom (Los Alamitos Community Center)
 - Summer Concert Series (Little Cottonwood Park)
 - 3rd of July Fireworks Spectacular (JFTB)
 - Senior Expo (Los Alamitos Community Center)
 - Celebrate Los AI (Pine St.)
 - Women’s Conference (Los Alamitos Community Center)
 - Trunk or Treat (Little Cottonwood Park)
 - Winter Wonderland (Pine St.)
 - Los AI Link
 - Coffee with a Cop
 - Lunch Patrol
 - Commission Dinner

- Police Officer Annual Banquet
- Annual Employee Banquet
- Additional City Events and Programs

5. Policy: The City may accept sponsorships from businesses or individuals whose values and practices align with the City's mission. The City reserves the right to decline or terminate sponsorships or messaging that:

- Conflict with the City's mission, policies, or community standards
- Present a real or perceived conflict of interest
- Promote discrimination, violence, or illegal activities

Sponsorships will not be accepted by entities associated with or messaging related to:

- Illegal products or activities
- Tobacco, vaping, or controlled substances
- Adult-oriented products or services
- Political candidates, parties, ballot measures or ballot initiatives (unless legally permitted and expressly approved)

6. Event Participation:

a) Vendor Booth Participation: Sponsors may host a vendor booth at their designated event. Booths must comply with special event guidelines:

- **No Campaigning:** Booths may not support or oppose candidates or election activities.
- **Community Focus:** Materials must highlight services available to the public.
- **Staffing:** Booths must be staffed by sponsor staff for the entirety of the event.
- **Supplies:** The City of Los Alamitos will provide sponsors with one table and two chairs. All other supplies are to be provided by the sponsor and are limited to a 10ft x 10ft space unless otherwise directed and approved by City staff.
- **Distribution:** Marketing material distributed should be for informational purposes only and free of offensive, lewd, discriminatory or obscene language/images and promote only legal activities. Staff reserve the right to remove any materials considered non-compliant.

b) Speaking Opportunities:

- **Eligibility:** Only title-level sponsors are eligible for speaking opportunities and must be approved by the City Manager or designee.

- **Time Limit:** One minute per speaker.
- **Content:** Must be informational only.
- **RSVP Requirement:** RSVP at least one month prior to each event to receive VIP parking and be included in the event script.

7. Contact, Coordination, & Approval Process:

- Visit Cityoflosalamitos.org for sponsor form access or contact Emeline Noda, Director of Recreation & Community Services/Intergovernmental Affairs at ENoda@cityoflosalamitos.org.
- Advance registration is recommended and required to obtain all marketing benefits outlined in the sponsor packet. All sponsorship materials (form, payment, and logo) must be reviewed by designated event coordinator and director at least three months before designated event. If sponsorship materials are submitted fewer than three months prior to the scheduled event, the sponsor may forfeit certain marketing benefits.
- Sponsorships exceeding established thresholds may require executive or governing body approval.
- The event sponsor packet must be approved and donation processed before sponsor recognition or benefits are provided. In the event a logo graphic is required for marketing materials, sponsor City must submit a high-resolution vector file of their logo in full color, white, and black to receive logo related benefits.
- A confirmation will be sent from the event coordinator with event details.

8. Financial & In-Kind Contributions:

- Monetary donations are processed through the Los Alamitos Community Foundation a 501-(c)(3). All checks must be payable to the Los Alamitos Community Foundation (Tax ID: 87-4069297) and mailed to City of Los Alamitos - 10911 Oak Street, Los Alamitos, CA 90720.
- In-kind sponsorship agreements must be clearly defined, documented, and valued at fair market value when required.
- Sponsorship funds must be used for their intended purpose unless otherwise approved.

9. Acknowledgment and Recognition: The City will recognize sponsors in a manner that is:

- Accurate and professional.
- Consistent across sponsorship levels
- Time-limited to the term of the agreement
- Recognition does not constitute endorsement.

10. Termination & Cancellation: The City of Los Alamitos reserves the right to terminate a sponsorship agreement if a sponsor's actions or affiliations are determined to be inconsistent with this policy or the City's values.

If events or programs change significantly or are cancelled, a credit will be issued for the following year based on event or program, unless an alternative event or program is selected for sponsorship to be transferred and mutually approved. Any required changes will be communicated.

11. Review and Updates: This policy will be reviewed periodically and updated as needed. The City reserves the right to modify sponsorship guidelines at any time.

12. Contact: Questions regarding sponsorships or this policy, please contact: Emeline Noda at ENoda@cityoflosalamitos.org.