



Policy Concerning Requests for Village Donation or Sponsorship from Outside Organizations, Agencies and Businesses As of January 2020

1. Intent

The purpose of the Policy is to provide a framework to evaluate requests for Monetary Donation/Sponsorship with the intent of diligently administering taxpayer funds. By way of this Policy, the Village desires to provide a procedure to assist in reviewing donation or sponsorship requests received from various outside organizations, agencies, and Winnetka businesses.

This policy helps to support outside organizations, agencies, and businesses which are located in the Village or which provide public benefit, enhance the quality of life for Winnetka residents, and make a positive impact in the Village through the allocation of Monetary Donation/Sponsorship.

2. Scope

The Village of Winnetka often receives requests for donation and/or sponsorships from various outside organizations, agencies, and businesses. This Policy applies to these types of requests and provides a procedure to evaluate such requests.

This Policy shall not apply to requests for Village membership, subscription, or joint participation in organizations that provide a direct and ongoing annual benefit such as: municipal interest advocacy, representation on federal, state, or regional matters, or opportunities for economic development. Such organizations may include the Winnetka-Northfield Chamber of Commerce, Chicago North Shore Convention and Visitors Bureau, Chicago Metropolitan Agency for Planning, and Regional Transit Authority.

3. Definitions

- a. "Monetary Donation/Sponsorship" means the Village contribution of money in return for certain benefits to the Village including acknowledgement, recognition, and/or promotional consideration.
- b. "Applicant" means an outside organization, agency, or business which meets the eligibility criteria and is seeking donation and/or sponsorship from the Village.

4. Criteria/Eligibility

- a. Applicant must be located in the Village of Winnetka and/or provide public benefit to enhance the quality of life for residents of the Village of Winnetka. Such criteria may include:
 - i. Broad community impact and/or Winnetka identity building;
 - ii. Number of Winnetka citizens benefitted; and/or
 - iii. Benefit to the economic health of the Winnetka community.
- b. Individuals shall not be eligible for Village donation and/or sponsorship.
- c. The applicant organization must be the primary organizer, manager, and financial administrator for the event.



- d. The Applicant organization will comply with all other applicable state and local laws for conducting the event.
- e. Events that discriminate on the grounds of race, color, national origin, ancestry, age, gender, or disability will not be eligible. All events must comply with applicable requirements of the Americans with Disabilities Act.
- f. The Village shall not provide Monetary Donation/Sponsorship to non-profit organizations, businesses, or entities with taxing authority unless the Applicant provides a significant exchange of services for the community's benefit to be determined at the discretion of the Village Manager.
- g. The following organizations or agencies shall not be eligible for Village Donation/Sponsorship:
 - i. Religious or political groups;
 - ii. Groups that discriminate on the basis of race, color, gender, religion, disability, sexual orientation, marital status or national origin; and
 - iii. For-profit and corporate entities without a physical location within the Village limits.
- h. In order for an Applicant to receive monetary funding, the Applicant must provide the Village a significant exchange of services for the community's benefit, to be determined at the discretion of the Village Council.
- i. Monetary Donations/Sponsorships shall be made as reimbursement for certain expenditures made by the Applicant on behalf of the eligible organization. Receipts or other proof of expenditures shall be submitted to the Village for reimbursement. The Village Manager may waive or lessen these requirements on a case by case basis.

5. Procedure for Requests

- a. The Village Council may appropriate a certain amount of funds in its annual budget for Monetary Donations/Sponsorships to various eligible organizations, agencies, and businesses.
- b. Any outside organization, agency, or business that meets the criteria and eligibility requirements as set forth above and which seeks Village Donation/Sponsorship must submit an Application to the Village on the form attached to this Policy as Exhibit A.
- c. An outside organization, agency, or business seeking Monetary Donation/Sponsorship for a specific event of the organization, agency, or business shall submit a complete Application no later than one hundred and twenty (120) days prior to the event.
- d. Applications may be submitted at any time during the year provided that available funding may be depleted prior to the expiration of each calendar year. An application related to an event shall not be submitted to the Village more than 365 days before such event.



- e. Monetary Donations/Sponsorships are administered by the Village Manager's Office.
- f. Village Donation/Sponsorship of an outside organization or agency shall not constitute a precedent for contributions in subsequent years.

6. **Award/ Grants**

- a. The Village will provide the graphic of the Village Logo to the Awardee to be displayed prominently on marketing and promotional materials during the event or activity to acknowledge contribution. The Village must approve how signage/banner and graphic will be displayed.