



City Council Communication

AGENDA DATE: December 15, 2025 **LEGISTAR ITEM #:** 25-288

PRESENTER: Annette Peters
Office

DEPARTMENT: City Manager's

☒ Administrative Business	☐ Noticed Council Business
☐ Informational Presentation	☐ Consensus-Building Presentation

BACKGROUND/REQUEST

The proposed Community Sponsorship Protocol provides a structured and transparent process for evaluating requests from outside organizations seeking sponsorship from the City of Commerce City. It ensures that public funds are allocated responsibly and only to organizations that deliver a clear public benefit and enhance the quality of life for city residents.

- **Key Features:**
- **Purpose:** To guide City Council in reviewing and approving sponsorship requests using taxpayer funds.
- **Scope:** Applies to all sponsorship requests, excluding memberships or partnerships with organizations offering direct municipal benefits.
- **Eligibility:** Only organizations (not individuals or for-profit entities) that serve or are based in the City and provide public benefit are eligible.
- **Exclusions:** Political groups, discriminatory organizations, and for-profit entities are not eligible.
- **Funding:** Sponsorship account amount determined annually by City Council during the budget process.
- **Application Process:** Requires submission at least 90 days before the event, with no guarantee of recurring sponsorship.

CITY COUNCIL COMMUNICATION CONTINUED

We respectfully request City Council's support to adopt the Community Sponsorship Protocol and its accompanying application form, with implementation beginning in calendar year 2026.

- This policy will provide a consistent, equitable, and accountable framework for evaluating sponsorship requests. It aligns with the City's commitment to fiscal responsibility and community enrichment by ensuring that public funds are directed toward events and organizations that deliver meaningful benefits to Commerce City residents.
- By approving this protocol, City Council will empower staff and applicants with a clear process, reduce ambiguity in funding decisions, and reinforce the City's dedication to transparency and community engagement.
- This information will be placed on the City's website.