

COMMUNITY BOOTH OPPORTUNITIES

CITY OF SAN MATEO CALIFORNIA
PARKS & RECREATION

NON-PROFIT BOOTH $50

- Community organizations with a current 501(c)(3) status
- Valid proof may be required

FOR PROFIT BOOTH $100

- Priority will be given to San Mateo businesses that demonstrate a direct benefit to the community



Limited booth space available

Maximize impact with an engaging booth activity - interactive experiences build connections

City will provide one (1) tent, one (1) 6' table, and two (2) chairs

Contact Us

specialevents@cityofsanmateo.org

www.cityofsanmateo.org/specialevents

COMMUNITY BOOTH INQUIRY FORM

Name of Organization: _____

Does your organization have a current 501(c)(3) status? ☐ No ☐ Yes Tax ID: _____

Brief description of organization: _____

_____

Please select one: ☐ Non-Profit ($50 *per event*) ☐ For Profit ($100 *per event*) ☐ City Department

Address: _____

City: _____ State: _____ Zip: _____

Organization Representative: _____ Phone: _____

Email: _____

Please check all options you wish to attend:

- ☐ Eggstravaganza - April 4
- ☐ AAPI Heritage Celebration - May 2
- ☐ Central Park Music Series - June 18
- ☐ Central Park Music Series - June 25
- ☐ 4th of July in the Park - July 4
- ☐ Central Park Music Series - July 9
- ☐ Central Park Music Series - July 16
- ☐ Central Park Music Series - July 23
- ☐ Central Park Music Series - July 30
- ☐ Central Park Music Series - August 6
- ☐ Movies in the Park - September 4
- ☐ Movies in the Park - September 11
- ☐ Movies in the Park - September 18
- ☐ Movies in the Park - September 25
- ☐ Boos & Brews on B Street - October 24
- ☐ Winter Wonderland - December 5

Deadline

Application and payment must be processed and approved at minimum of two (2) weeks prior to the event date. Filling out this application does not confirm booth space. Booth space(s) will be confirmed via email. Please note some events have limited space and we will do our best to accommodate as many requests as possible.

Payment Instructions

Forms of payment include cash, check, or credit card. Check payable to *the City of San Mateo*.
Deliver check to: San Mateo City Hall, 330 W. 20th Ave, San Mateo, CA 94403, ATTN: Parks & Rec Special Events Team

☐ *I have read and agree to comply with all City of San Mateo Community Booth Rules & Regulations.*

Print Authorizing Name: _____ Title: _____

Authorizing Signature: _____ Date: _____

COMMUNITY BOOTH RULES & REGULATIONS

Community Booth Eligibility
Per the City of San Mateo's Sponsorship and Endorsement Policy #112 (see attached), all community organizations must be eligible, in good community standing, and approved by the Parks & Recreation Department Head.

Attendance Levels
The City of San Mateo does not and cannot guarantee a minimum number of attendees per event.

Marketing/Advertising
Organization must use City-branded marketing materials provided by the city when advertising the event. Organization cannot create or place their own advertisements for the event on public property per SMMC 13.20.080 POSTING OF ADVERTISING MATERIALS OR HANDBILLS.

Videography/Photography
Video footage filmed and professional photos onsite at events for organization's outreach/marketing must apply and show an approved Film Permit, available online at https://www.cityofsanmateo.org/3608/Permits-Business-License.

Booth Space
Booth space must be used by the inquiring organization on the application. The booth may not be sublet or loaned to another organization. As pedestrian and public safety is paramount, organization must arrive to set up in a timely manner indicated by staff. Organization late beyond the agreed upon time time, may be asked to cart in their items on foot. Organization must follow all City Rules and Regulations including SMMC 13.20.020 NO AMPLIFIED SOUND, SMMC 13.20.010(b) LITTERING, and SMMC 13.20.010(e) CONDUCTING COMMERCIAL ACTIVITY WITHOUT A PERMIT. All community booth activities and giveaways must be pre-approved by City staff.

Food/Drinks
Edible items of any sort may not be given out to the general public by a organization unless they are a fully licensed restaurant, food truck, or catering business with a valid San Mateo County Health Permit.

Deadlines
Application and payment must be processed and approved at a minimum of two (2) weeks prior to the event.

Inclement Weather & Event Cancellation
In the event of event modification or cancellation, the Parks and Recreation Department Head can move community booth reservations to another event or refund in more severe cases.

Booth Agreement
Inquiring organizations will not be designated a booth until the Community Booth Agreement Form has been fully completed and signed, payment to the City has been received, and a written confirmation has been given from a City employee.

Compliance with these City Rules and Regulations is required to participate in a booth space in the event and will impact eligibility for future opportunities.

Print Name:_____

Organization: _____ Date: _____

Title:	**Business Sponsorship, Recognition and Endorsement Policy**	
Policy #:	112	
Sponsored by:	City Manager's Office	
Approved by:	City Manager	
Date:	Issued: 5/10/2017	Amended: __/__/____

Purpose

The City of San Mateo (City) recognizes the importance of fostering partnerships with and recognizing our local business community. Partnerships with the business community can provide financial or material support to City services and programs. Public recognition of local businesses helps bolster the economic health of our community and creates a business-friendly environment. The purpose of this policy is to provide guidelines on the public recognition of local businesses and acceptance of financial or in-kind sponsorships from businesses.

Policy

1. Sponsorships

    A. City staff may approach businesses and companies to solicit contributions to support City programs and services. It is not necessary for the company to be located within the City of San Mateo. In order to preserve revenue for the City and to allow the City to maintain neutrality on religious or political issues, Eligible Sponsors are limited to commercial enterprises.

    B. In exchange for the contribution, the City may recognize the donor publically through a variety of means including placing the donor's name on event signage, marketing materials, social media, and event programs. The requested content of the recognition must meet City standards as previously established in Policy 102: Social Media Policy, Section 7: Content Standards and/or the provisions of the City's Sign Ordinance as outlined in Municipal Code Chapter 25.

    C. The City cannot guarantee the tax deductibility of a contribution, but may provide the donating party with a letter of acknowledgement and a statement of intended use. The City cannot validate the donor's estimate of the fair market value of a non-cash contribution.

    D. The conditions set forth in this policy for the City's acceptance of a contribution are intended to be fair, impartial, and non-discriminatory.

E. The City may decline a contribution from an Eligible Sponsor that is deemed to not be in Good Community Standing as defined herein.

F. The City may also decline a contribution from an Eligible Sponsor, if the donor is a contractor, potential contractor, or there is reason to believe there may be a conflict of interest. Under these circumstances, the City Attorney will determine if the contribution should be accepted, rejected, or submitted to the City Council for approval.

G. Contributions of over $25,000 will require City Council approval for acceptance.

H. Contributions in exchange for the naming rights to any City event, program, or facility will require City Council approval for acceptance.

I. All sponsorship contributions shall be used for the explicit use agreed to by the Eligible Sponsor and the City. The sponsoring entity must provide approval for the contributions to be used for anything other than the intended purpose.

2. Business Recognition and Endorsements

A. The City may recognize an Eligible Sponsor through City communication channels, including Social Media, City publications, ceremonial items, and other means. Eligible Sponsors may be recognized for a variety of reasons including, but not limited to, recent openings, longevity of operations, or recent accomplishments.

B. The City may not specifically endorse the product or service provided by an Eligible Sponsor unless the City has been a client or partner and has direct experience with the product or service.

C. The City may decline to recognize or endorse any business that is not an Eligible Sponsor in Good Community Standing as defined herein.

Scope

This policy shall apply to all City departments and City-sponsored programs and events.

Definitions

1. Eligible Sponsor: A commercial enterprise that does not engage in any activities related to obscenity, pornography, gambling or smoking products.

2. Good Community Standing: A business is in good community standing if it has not engaged in any criminal wrongdoing, negligence, malfeasance, and/or discriminatory activities.

3. Sponsorship: A contribution from entity commercial enterprise whereby the enterprise provides funds, products, or in-kind services to the City in exchange for recognition, acknowledgement or other promotional considerations.

Responsibility

1. City staff member managing the sponsorship solicitation, business recognition, or endorsement

    A. Ensure compliance with this policy.

    B. Submit to Department Head for review and approval.

2. Department Head

    A. Review all potential sponsorships, recognitions, and endorsements for potential approval.

    B. Consult with City Manager prior to approval if the business is not an Eligible Sponsor in Good Community Standing.

    C. Bring potential contributions of over $25,000 to the City Council for approval.

    D. Bring potential contributions in exchange for the naming rights to any City event, program, or facility to the City Council for approval.

3. City Attorney

    A. Review proposed sponsorships, recognitions, and endorsements that may present a conflict of interest to the City.

Procedures

4. All potential sponsorships, recognitions, and endorsements shall first be reviewed and approved by the Department Head of the relevant Department. If there is reason to believe that the business is not an Eligible Sponsor in Good Community Standing, the City Manager shall be consulted prior to approval. If there is a potential conflict of interest, the City Attorney shall be consulted prior to approval.

5. Any sponsorship valued at over $25,000 or that involves naming rights to any City event, program, or facility shall be brought forward to the City Council for review or approval.

6. All cash gifts shall be deposited immediately with the Finance Department and shall be accompanied by documentation that shows the source and intended purpose of the funds. The Department receiving the funds shall also maintain records that provide an audit trail for the receipt of all sponsorships and donations.

Policy History

1. The Business Sponsorship, Recognition, and Endorsement Policy (#112) is a newly developed policy and there is no prior history. It was approved on May 10, 2017.

Related Policies

1. Policy 102 – Social Media Policy (Section 7, Content Standards).
2. Sign Ordinance in San Mateo City Municipal Code Chapter 25.

Contact for this Policy

Deputy City Manager

Approval

This policy was issued on May 10, 2017 and approved by:

LARRY A. PATTERSON
CITY MANAGER