

# Woodward Tourism Sponsorship Policy

## Purpose

This policy defines and provides the guiding principles concerning the financial management of monetary sponsorships requested of the City's Tourism Department. The objectives of this policy are to ensure consistent practices for monetary contributions made to support local entities providing, assisting with, or supporting community projects or programs and other similar activities that are not controlled, influenced, or hosted by Woodward Tourism.

## General Information

Sponsorships for various organizations and events must demonstrate that the expenditure accomplishes a valid public purpose. For a donation of public funds to be appropriate, Woodward Tourism must (1) determine whether a certain expenditure meets the public purpose test, and (2) ascertain whether sufficient controls are placed on the transaction to ensure that the public purpose will be carried out.

## Policy

Woodward Tourism finds that sponsorships in the following categories serve the public purpose of furthering City objectives and goals and that adequate controls are in place, provided that this policy is followed:

- Sponsorships that meet all the following criteria:
  - Aligns with the City's core values and enhances the local and regional communities with a specific focus in at least one of the following areas:
    - Quality of Life
    - Education
    - Arts
    - Economic Development
    - Programs that provide direct support, development, and improvement to underserved communities;
  - Directly impacts the City of Woodward;
  - Conforms to all applicable laws, ordinances, or other regulations;
  - Event is not held to promote a political position or figure;
  - Event is not held to promote a religious message or belief. Providing secular community service programs, such as food security, services for people experiencing homelessness, job banks, etc., are eligible even though sponsored by religious organizations if the broader public is served and services are not limited to members of the same religion;
  - The organizer provides the opportunity to include the City of Woodward and/or Woodward Tourism logo on all materials showing event sponsors if the sponsorship purchased includes acknowledgment of the sponsoring entity;

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- Individual organizations receive only one monetary sponsorship per year;
- The organization is NOT:
  - An organization that serves a limited constituency that is unrelated to a legitimate purpose that aligns with a City goal or value.

Woodward Tourism should retain documentation showing compliance with this section.

### **Application Process**

Requests should be submitted to the Woodward Tourism Office at [tourism@cityofwoodward-ok.gov](mailto:tourism@cityofwoodward-ok.gov) by 5:00 p.m. on March 31, 2025 for events taking place in the following fiscal year (July 2025 to June 2026). The request shall include details of the type, nature, and beneficial impact of the request, the organization hosting the event, the requested monetary amount, the name, date, and time of the event, and any other elements crucial to the review process.

Applicants must disclose other funding granted from City sources in the current year as well as anticipated requests for the following year. Receipt of funding from other City sources may impact sponsorship allocations.

Woodward Tourism has an annual budget for monetary sponsorships. Funds will be expended as requests come in and are deemed appropriate until the year's budgeted amount has been exhausted.

For additional information regarding this policy, please contact:  
[\*tourism@cityofwoodward-ok.gov\*](mailto:tourism@cityofwoodward-ok.gov)