

**TOWN OF MIDDLEBURG POLICY
PERTAINING TO
SPECIAL EVENT SPONSORSHIPS**

All sponsorships are subject to the availability of funding in the Town budget

Purpose of a Special Event Sponsorship:

The purpose for the Town of Middleburg to become a special event sponsor shall be to promote visitation, shopping and dining at Middleburg businesses by promoting a positive image of the town, as well as to promote a community event for the benefit of Town residents.

Definitions:

“Sponsorship” shall mean a cash or in-kind fee paid to a business or organization in return for access to the exploitable commercial potential associated with an event the business or organization is hosting. This exploitable commercial potential can be in the form of increased awareness of Middleburg; building the Middleburg brand; the propensity of event attendees to stay, dine or purchase items from Middleburg businesses/restaurants; or, in the case of a local community event, to provide a special event specifically for Middleburg residents.

Sponsorships Separate from Grant Applications

The Town of Middleburg will consider requests to become a special event sponsor for events that fall within the Purpose as identified above. The Town shall not, however, become an event sponsor if the event has received a grant from the Town for any event or infrastructure project in the same fiscal year. Town sponsorships shall be limited to no more than \$2,000 per event annually, with the exception of sponsorships for Christmas in Middleburg and the Middleburg Film Festival, which may be \$10,000 and \$15,000 respectively, as these are unique events that the Town would like to consider funding beyond the \$2,000 established for other sponsorships.

Approval Process for Becoming an Event Sponsor

Special event organizers who wish to solicit a sponsorship from the Town shall submit their request, to include the amount of the sponsorship sought and an identification of any direct benefits the Town will receive (i.e. booth at the event, marketing, etc.), to the Business & Economic Development Director. The Business & Economic Development Director shall make a recommendation to the Town Manager within seven (7) business days of receipt of the request. The Town Manager will determine whether the Town shall become a sponsor of the event, as allowed in this Policy.

Sponsorship Amounts/Budget

Assuming the economic environment supports it, the Town Manager shall recommend in the annual budget an amount sufficient for the Town to become an event sponsor, up to a total of \$40,000 (\$15,000 in general sponsorships; \$15,000 Middleburg Film Festival sponsorship; \$10,000 Christmas in Middleburg sponsorship). The Town Council will determine the ultimate budget amount when it approves the annual budget and appropriates funding.

Final – Adopted 01/25/2024