

BEFORE THE BOARD OF
SUPERVISORS OF THE COUNTY OF
YUBA, STATE OF CALIFORNIA

RESOLUTION OF THE BOARD)
OF SUPERVISORS OF THE)
COUNTY OF YUBA ADOPTING)
AN EVENT SPONSORSHIP)
POLICY)

RESOLUTION NO. 2026-03

WHEREAS, the County of Yuba sponsors and/or co-sponsors events conducted by outside public, nonprofit, or private entities that can benefit the County; and

WHEREAS, County sponsorships of certain events can include financial, in-kind support, or a combination of both, in exchange for recognition, visibility, or community partnership with an organization; and

WHEREAS, the Board of Supervisors must approve all financial sponsorships of events involving substantial County branding/association; and

WHEREAS, California Government Code § 26227 authorizes the Board to appropriate and expend general fund money to support and/or sponsor the social needs of the County, including but not limited to the areas of health, law enforcement, public safety, rehabilitation, welfare, education, legal services and the needs of vulnerable populations deemed necessary by the Board of Supervisors to serve a public purpose.

NOW, THEREFORE, BE IT RESOLVED that the Yuba County Board of Supervisors establishes the Event Sponsorship Policy, to address the County’s sponsorship of events; and

BE IT FURTHER RESOLVED that the Board approves the Event Sponsorship Policy (“Policy”) attached to this resolution as Exhibit A; and

BE IT FURTHER RESOLVED all proposed expenditures shall meet the requirements of the Policy, and be consistent with California Constitution Article XVI, § 6, as further defined in the judicially-created “Public Purpose Doctrine” and California Government Code § 1090.

PASSED AND ADOPTED at a regular meeting of the Board of Supervisors of the County of Yuba, State of California, on the 27 day of ~~October, 2025~~ ^{January, 2026} by the following vote:

AYES: Supervisors Vasquez, House, Fuhrer, Bradford, Messick

NOES: None

ABSENT: None

ABSTAINED: None



Seth Fuhrer, Chairman



ATTEST: MARY PASILLAS
CLERK OF THE BOARD OF
SUPERVISORS



JANET BENDER
YUBA COUNTY COUNSEL
APPROVED AS TO FORM

Subject:

EVENT SPONSORSHIP POLICY

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Date Approved:

00/00/00

Revised Date:**POLICY:**

This policy outlines the County of Yuba's Event Sponsorship Policy.

PURPOSE:

This policy establishes the standards and procedures for Yuba County to sponsor or co-sponsor events conducted by outside public, nonprofit, or private entities, ensuring that County resources are used in a manner consistent with law, fiscal responsibility, and community benefit.

DEFINITIONS:

Sponsorship: Financial or in-kind support provided by Yuba County to an event organized by an external entity in exchange for recognition, visibility, or community partnership.

Co-Sponsorship: Shared responsibility and promotion of an external event where County involvement is significant (e.g., shared planning, branding, or liability).

External Event: An event not organized by the County but hosted by a qualified outside entity.

ELIGIBILITY:

To qualify for County sponsorship, the event must:

- Provide clear public benefit to Yuba County residents (e.g., cultural, educational, recreational, tourism, health, or economic development).
- Be open to public participation (may require admission fee) or provide an economic development benefit focused on attracting business, investment, and jobs, which means hosting or participating in activities geared toward a targeted audience of site selectors, developers, and industry partners.
- Be hosted by a legally recognized organization (nonprofit, public agency, or private entity with demonstrated capacity).
- Occur within Yuba County (or demonstrate substantial benefit to County residents). Economic development may support out-of-county conferences, advertising, and other efforts critical to business attraction within the Sacramento Metropolitan Area.
- Be consistent with County strategic goals, adopted plans, or community priorities.
- Not promote political campaigns, religious proselytizing, or discriminatory content.

TYPES OF SUPPORT:

- **Financial Contribution:** Direct cash sponsorship, subject to annual budget appropriations.
- **In-Kind Support:** Staff time, use of County facilities/equipment, waived fees, or logistical assistance.
- **Combination:** A mix of financial and in-kind support.

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Revised Date:**REQUEST AND REVIEW PROCESS:**

All requests must be submitted to both County Administrator's Office and to the affiliated Department. Requests must include event description, anticipated attendance, community benefits, detailed budget, requested level of support, recognition offered to the County, insurance documentation, and permits required. County staff evaluate requests against eligibility criteria, fiscal impact, and community benefit.

Requests for sponsorship for consideration in the budget approval process for the upcoming fiscal year must be submitted no later than March 1st annually. This deadline allows the request to be included in the budget preparation and review process.

Requests for sponsorship requiring an agenda item for a regular Board meeting (outside of the budget process) must be submitted at least 45 days before the event. This deadline allows the request to be included in agenda preparation and review process.

APPROVAL AUTHORITY:

The Board of Supervisors must approve all financial sponsorships involving substantial County branding/association. The sponsorship commitment must be approved in the annual budget process or brought before the Board as a departmental agenda item at a regularly scheduled Board meeting for consideration. A budget adjustment may be necessary depending on the funding request for sponsorship.

Department Heads may authorize in-kind support only, within departmental capacity if the support does not incur any additional costs to the Department.

PUBLIC RECOGNITION AND BRANDING:

County sponsorship must be acknowledged in event advertising and at the event (e.g., logo placement, verbal recognition, marketing, and social media).

Use of the County name or seal must comply with Yuba County Ordinance 2.160 that establishes rules regarding the use of the County Seal and County logo.

RETURN BENEFIT

The County may receive a return benefit resulting from an approved sponsorship that may include but are not limited to event tickets, complimentary seats, reserved tables, VIP benefits, special access, parking, promotional items, or other hospitality related incentives. Any return benefits will be made available to County staff in the following order of precedence:

- Board of Supervisors
- County Administrator or their designee

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- Elected and/or Department Heads whose job duties relate to the event
- Key County staff whose job duties relate to the event
- All County staff
- One immediate family member per attendee in the same order of precedence as above

The use of any return benefits will be for the sole purpose of representing and supporting the County's interest in the event. The County Administrator or their designee will determine the distribution of any return benefit to all County staff in such a way to prevent disproportionate use of tickets or passes. Tickets received may not be transferred except to members of immediate family or no more than one guest solely for their attendance at the event. When multiple departments or individuals request return benefits and demand exceeds availability, the County Administrator will determine the final allocation following the order of precedence.

The department most related to sponsoring the event identified by the greatest number of attendees is required to track and complete any necessary records related to documenting who receives the return benefits (i.e. two Board members attend, then Clerk of the Board). The Clerk of the Board shall maintain a website with those records.

This policy does not preclude such tangible goods or return benefits being provided directly to an elected official or employee by the organizer for invitation to him or her to the event.

REPORTING AND ACCOUNTABILITY:

The CAO will compile an annual sponsorship summary to the Board of Supervisors at the annual budget workshop. The Clerk of the Board shall maintain a website with the necessary records of attendees to events and return benefits.

FISCAL CONTROLS:

Departments must charge in-kind costs against event sponsorship accounts to ensure accurate accounting.

EXCEPTIONS:

The Board of Supervisors reserves the right to make exceptions whereas the Board believes a compelling public benefit exists.