



**EVENT
ENDORSEMENT
POLICY**

I. PURPOSE

The purpose of this policy is to give clear direction when the Town receives a request to endorse an event run by an organization that is not the Town of Matthews.

II. DEFINITIONS

For the purpose of this policy, the following definitions apply:

- A. *Banner*: Temporary signs advertising upcoming events which are displayed as per the requirements of the Town's Over-The-Street and Mini Banner Policy
- B. *Board*: The Matthews Board of Commissioners
- C. *Endorse (see also sponsor, support)*: Town approval in the form of event advertisement/publicity; financial support, staff support or any combination thereof
- D. *Publicize*: To post information about the event on Town communication channels, including but not limited to the Town's website and social media outlets
- E. *Sponsor (see also endorse, support)*: Town approval in the form of event advertisement/publicity; financial support, staff support or any combination thereof
- F. *Staff*: Employees of the Town of Matthews
- G. *Support (see also endorse, sponsor)*: Town approval in the form of event advertisement/publicity; financial support, staff support or any combination thereof
- H. *Town*: The Town of Matthews

III. POLICY

The Town occasionally receives requests to support public events. The Town will endorse the event if it falls into one of the following categories:

- 1) If the event is run by the Town (example: BeachFest) it will be endorsed automatically.
- 2) If the event receives funding from the Town (example: Matthews Alive!) it will be endorsed automatically.
- 3) If the event is not run by the Town or does not receive funding from the Town, the organizers may request endorsement. The request will ultimately be voted on by the Board during a public meeting.
 - When event organizers express interest in receiving Town endorsement they will be directed to seek out one of the Town's advisory committees - the one whose mission most closely aligns with the purpose of the event.
 - The advisory committee will be responsible for reviewing all aspects of the endorsement request. This includes, but is not limited to:
 - A written recommendation of approval or denial.
 - If the committee recommends approval, the recommendation must include an explanation of how the event aligns with the committee's mission statement
 - Information about the event, including its goals, sponsors, participants, etc.

- Information regarding the type of support being requested, which may fall into these categories:
 - Advertising the event via the Town's social media platform(s); website; electronic sign; and/or an over the road banner (based on availability and with the banner supplied and service fee paid by the event organizer)
 - Financial support
 - Staff support, either paid or in-kind
 - Any combination of the above
- The advisory committee will then submit their recommendation at a regular Board of Commissioners meeting. The Board will make the final decision regarding event endorsement.

IV. ADDITIONAL INFORMATION

The Board will approve or deny each endorsement request at their discretion, including which type(s) of requested support to approve specific to each event.