



EL PASO COUNTY COMMISSIONERS COURT
VETERAN PARADES FUNDING POLICY AND PROCEDURES

Adopted Date: March 11, 2024

I. Purpose

El Paso County is the Veterans Capital of the USA and recognizes the sacrifices, value of our veterans, and our rich military history. Veteran parades/events are a long-standing tradition and source of pride in recognizing El Paso County's veteran community.

The purpose of this policy is to provide requirements for the evaluation, administration, and acceptance of Sponsorship requests received by El Paso County from Veterans Organizations for veteran parades/events.

II. Definition

A. Sponsorship. Funds or financial stipend provided to an organization to support a specific parade/event to recognize veterans.

III. Policy

This policy serves to implement best practices to ensure impartial decisions are made in consideration of Sponsorship requests and agreements.

The County may allocate funds for the purpose of providing support to organizations for organizing and hosting parades/events to recognize veterans. The County may sponsor these organizations with a financial stipend for these parades/events. The financial stipend may vary in amount based on available funds and need.

The distribution of funds is leveraged annually through a request process in accordance with this policy and is based on annual budgetary allocations.

Sponsorship approval in one year does not imply or guarantee approval in subsequent years.

This policy does not apply to the allocation of distribution of cash, grants, or HOT Funds for purposes other than veteran's parades/events.

The County reserves the right to decline any request for veteran parade/event sponsorship if deemed not to be in the best interest of the County, or if acceptance would create a conflict of interest for the County.

IV. Eligibility Criteria

The County Administration Office staff is responsible for the initial assessment of requests that are received in the form of a letter or email. In accordance with this policy, Sponsorship requests will only be considered for veteran parades and/or veteran organizations hosting a parade that meet the eligibility criteria listed below. The County Administration Office staff will seek consultation with appropriate County stakeholders (e.g. County Attorneys, Auditor's Office), as needed.

General Relevance

- A. The requestor must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code (501 (c) (3)) or public agency or able to file a W-9 form with the County;
- B. The requestor must demonstrate corporate good standing with the state of Texas at time of request;
- C. The requestor must be based in El Paso County and hold the parade for which support is requested in El Paso County;
- D. If previously sponsored, the requestor must have successfully fulfilled all prior contracts;
- E. The requestor cannot represent a for-profit enterprise;

The County is under no obligation to approve any sponsorship request and a right to these Sponsorships is neither intended nor implied. Requestor's meeting of the criteria under this Policy does NOT guarantee receipt of Sponsorship. This policy allows the County to exercise discretion in deciding which requests will receive a Sponsorship. Additional evolving policy considerations may influence staff's analysis of requestor's Sponsorship request. For-profit organizations are not eligible for Sponsorship even if some proceeds are donated to non-profit organizations.

V. Sponsorship Requirements

- A. An executed contract with the County will be administered for the receipt of the funds.
- B. A performance report (number of entries in the parade, estimated number of attendees, detail where the organization advertised for the parade, and any feedback regarding the parade) provided to the County thirty (30) days after the event to illustrate compliance with this policy and the contract.

- C. The organization will market the County as a sponsor at the parade and through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports and all other mailing pieces), recipient will acknowledge in some meaningful way that their organization is funded in part by El Paso County. Such acknowledgement might take the form of inclusion on a donors list for events. Any use of the County logo must be coordinated with and approved by the appropriate County representatives, to ensure compliance with these standards. Written authorization must be obtained from the County Administrator or their designee.

- D. El Paso County will be given up to five (5) entries in the parade/event.
- E. The organization will maintain any reports or financial statements concerning the parade or event for at least twenty-four (24) months. If requested, the organization shall submit the documents to County Administration staff or designee. All financial records and any other records relating to the parade/event shall be subject to the requirements of the Public Information Act.
- F. Sponsorship payments will be made within 45 days from the execution of a Sponsorship agreement.