

**Town of Erie
Resolution No. 21-095**

**A Resolution of the Board of Trustees of the Town of Erie Repealing
the Town's Municipal Sponsorship Policy and Adopting the Town
of Erie Partnership and Sponsorship Guidelines**

Whereas, on March 14, 2006, the Board of Trustees adopted Resolution No. 06-38, establishing the Town's Municipal Sponsorship Marketing Policy and authorizing the Town to enter into municipal sponsorship agreements;

Whereas, on June 22, 2010, the Board of Trustees amended the Policy; and

Whereas, the Board of Trustees now wishes to establish new guidelines and procedures for developing and managing potential advertising and sponsorship agreements for Town parks, recreational areas, facilities, publications, and events.

Now Therefore be it Resolved by the Board of Trustees of the Town of Erie, Colorado, that:

Section 1. The Town's Municipal Sponsorship Marketing Policy, as adopted by Resolution No. 06-38 and amended by Resolution No. 10-72, is hereby repealed in its entirety.

Section 2. The Town of Erie Partnership and Sponsorship Guidelines are hereby adopted in the form attached hereto.

Adopted this 13th day of July, 2021.

Jennifer Carroll, Mayor

Attest:

Heidi Leatherwood, Town Clerk