

1 A RESOLUTION APPROVING A SPONSORSHIP AGREEMENT TEMPLATE FOR USE  
2 BY THE DEPARTMENT OF ARTS AND CULTURE, INCLUDING FULTON FILMS;  
3 AUTHORIZING THE COUNTY MANAGER OR HIS DESIGNEE TO SIGN SUCH  
4 AGREEMENTS WHERE FUNDING IS IN THE APPROVED BUDGET OF THE  
5 DEPARTMENT OF ARTS AND CULTURE; DEFINING SPONSORSHIPS;  
6 IDENTIFYING BENEFITS TO THE COUNTY FROM PARTICIPATING IN  
7 SPONSORSHIPS; ESTABLISHING LIMITS FOR SPONSORSHIP FUNDING; AND  
8 FOR OTHER PURPOSES.

9  
10 **WHEREAS**, the Fulton County Board of Commissioners has authority, pursuant to  
11 the Constitution of the State of Georgia, Article 9, Sec. 2 ¶ 1(a), to adopt reasonable  
12 ordinances, resolutions, or regulations relating to its affairs for which no provision has  
13 been made by general law and which is not inconsistent with the Georgia Constitution or  
14 any local law applicable thereto; and

15 **WHEREAS**, the Fulton County Department of Arts and Culture (including Fulton  
16 Films) serves as Fulton County’s funding agency to support cultural programs and  
17 services to Fulton County based nonprofit arts organizations and Fulton County residents;  
18 and

19 **WHEREAS**, in addition to providing quality arts programming through support and  
20 development of artists, arts organizations, arts institutions and cultural programming for  
21 residents, the Fulton County Department of Arts and Culture also provides sponsorship  
22 funding and in-kind services to a variety of arts-related organizations and events which  
23 support and enhance arts education and culturally enriching activities in Fulton County  
24 each fiscal year; and

25 **WHEREAS**, for the purposes of this resolution, the term “sponsorships” is defined  
26 as branding through financial support to external organizations, individuals, programs,  
27 events, or entities that produce special events and programming in exchange for brand  
28 exposure to highly engaged attendees, influential groups, or notable individuals; and

29           **WHEREAS**, these sponsorships enhance Fulton County through the provision of  
30 educational and cultural enrichment, the promotion of a positive and diverse image of the  
31 County, opportunities to celebrate culture and art, the enhancement of a sense of  
32 community and pride, and economic impact through engagement; and

33           **WHEREAS**, the Department of Arts and Culture (including Fulton Films and TV)  
34 sponsorships may include, but are not limited to, special events or activities, special  
35 programming, concerts, festivals, non-profit projects, and government partnerships; and

36           **WHEREAS**, additional purposes of sponsorships are to build the Fulton County  
37 brand, elevate the diversity of the community, promote the County by inspiring citizens to  
38 participate in events, influence viable County partnerships, to inform citizens of  
39 occupational and educational opportunities otherwise unknown, and to add to the  
40 vibrancy and cultural landscape of the County; and

41           **WHEREAS**, in exchange for these sponsorships, Fulton County receives benefits  
42 including brand recognition, positive public relations through media exposure, a  
43 competitive advantage for resources via this positive media exposure, increased  
44 awareness and utilization of County services and offerings, expansion of business  
45 relationships and potential opportunities, and the ability to reach a larger target audience  
46 while also gaining access to niche or specific audiences otherwise missed; and

47           **WHEREAS**, in addition to brand exposure, other deliverables may include, but are  
48 not limited to, County participation or attendance; and

49           **WHEREAS**, sponsorships are not covered by the Fulton County's procurement  
50 rules and regulations and Fulton County does not otherwise have any rules or regulations  
51 to implement and authorize the myriad of sponsorship opportunities available to the

52 Department of Arts and Culture, short of presenting each sponsorship opportunity before  
53 the Board of Commissioners for approval; and

54 **WHEREAS**, sponsorship opportunities are typically short term, and must be acted  
55 upon quickly by the Department of Arts and Culture to meet strict payment and other  
56 timelines required for participation by Fulton County; and

57 **WHEREAS**, pursuant to Fulton County Code Section 2-152, the County Manager,  
58 as the Chief Executive Officer of Fulton County, has the duty “to conduct, supervise and  
59 administer all county affairs, subject only to the general law, to rules prescribed by the  
60 [Board of Commissioners], subject to the right of the [Board of Commissioners] to review,  
61 repeal or modify any action of the [County Manager] which is contrary to the general law  
62 or such rules....”; and

63 **WHEREAS**, pursuant to Fulton County Code Section 102-369, the County  
64 Manager has the authority to sign contracts for services, construction, professional and  
65 consultant services, grant agreements and intergovernmental agreements up to  
66 \$100,000.00 on behalf of the County, subject to budgetary limitations and procurement  
67 requirements being met; and

68 **WHEREAS**, pursuant to Fulton County Code Section 2-149, the County Manager  
69 may delegate purely administrative duties to subordinates in the county government; and

70 **WHEREAS**, while the Fulton County Board of Commissioners recognizes that  
71 each sponsorship opportunity is unique, the Board of Commissioners has determined that  
72 it is desirable to develop a template for Arts Sponsorship Agreements so as to set forth  
73 consistent expectations and obligations between the parties; and

74           **WHEREAS**, the Fulton County Board of Commissioners finds that it is in the best  
75 interest of the citizens of Fulton County to delegate to the County Manager, or his  
76 designee, the authority to execute Arts Sponsorship Agreements in order to streamline  
77 the process by which the Department of Arts and Culture may provide sponsorship  
78 funding and in-kind services to various arts-related organizations and events, so long as  
79 funding for the sponsorship of these events is in the approved budget of the Department  
80 of Arts and Culture; and

81           **WHEREAS**, the Fulton County Board of Commissioners further finds that it is  
82 necessary to establish clear financial limits in order to set the parameters of sponsorship  
83 funding to strike a balance between promoting positive brand awareness for Fulton  
84 County and being responsible stewards of County funds; and

85           **WHEREAS**, the Fulton County Board of Commissioners has determined that  
86 County funding for sponsorships over \$5,000.00 shall be limited to no more than  
87 \$25,000.00 per event.

88           **NOW, THEREFORE, BE IT RESOLVED**, that the Fulton County Board of  
89 Commissioners hereby approves the Arts Sponsorship Template Agreement, attached  
90 hereto in substantial form as Exhibit A for use by the Department of Arts and Culture.

91           **BE IT FURTHER RESOLVED**, that the Board of Commissioners authorizes the  
92 County Manager or his designee to sign all Arts Sponsorship Agreements as well as any  
93 related documents, provided that funding for the sponsorship of these events is provided  
94 in the approved budget of the Department of Art and Culture.

95           **BE IT FURTHER RESOLVED**, that the County Attorney is authorized to approve  
96 the Arts Sponsorship Template Agreement as to form and to make necessary  
97 modifications thereto prior to execution in order to protect the interest of Fulton County.

98           **BE IT FURTHER RESOLVED**, that after execution by the County Manager of an  
99 Arts Sponsorship Agreement, said executed agreement will be provided in a report by the  
100 Purchasing Agent to the Board of Commissioners at a subsequent meeting of this body.

101           **BE IT FURTHER RESOLVED**, that if he so chooses, the County Manager shall  
102 make his designation via a simple memorandum identifying the designee, and stating that  
103 only the designee is authorized to sign Arts Sponsorship Agreements, with such  
104 memorandum being provided to the Clerk to the Commission and the Purchasing Agent.

105           **BE IT FURTHER RESOLVED**, by the Fulton County Board of Commissioners that  
106 that Fulton County funding for sponsorships over \$5,000.00 shall be limited to no more  
107 than \$25,000.00 per event.

108           **BE IT FINALLY RESOLVED**, that this Resolution shall become effective upon its  
109 adoption, and shall continue until further notice, and that all resolutions and parts of  
110 resolutions in conflict with this Resolution are hereby repealed to the extent of the conflict.

111           **SO PASSED AND ADOPTED**, this \_\_\_\_ day of October, 2023.

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**FULTON COUNTY BOARD  
OF COMMISSIONERS**

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Robert L. Pitts, Chairman

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**ATTEST:**

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Tonya R. Grier, Clerk to the Commission

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**APPROVED AS TO FORM:**

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Y. Soo Jo, County Attorney

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[https://fc0365.sharepoint.com/sites/CountyAttorney/CALegislation/BOC/Resolutions/2023Resolutions/9.20.23Resolution-Authorizing  
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[https://fc0365.sharepoint.com/sites/CountyAttorney/CAContracts/Arts/Sponsorship-Agreements/10.18.23-Resolution-Authorizing CM  
or Designee to Sign Sponsorship Agreements\\_redlined\\_10.17.23.docx](https://fc0365.sharepoint.com/sites/CountyAttorney/CAContracts/Arts/Sponsorship-Agreements/10.18.23-Resolution-Authorizing-CM-or-Designee-to-Sign-Sponsorship-Agreements_redlined_10.17.23.docx)

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59 the Board of Commissioners for approval; and

60 **WHEREAS,** sponsorship opportunities are typically short term, ~~sometimes~~  
61 ~~unplanned~~ ~~expected,~~ and must be acted upon quickly by the Department of Arts and  
62 Culture to meet strict payment ~~and~~ other timelines required for participation by Fulton  
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64 **WHEREAS,** pursuant to Fulton County Code Section 2-152, the County Manager,  
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85 funding and in-kind services to various arts-related organizations and events, so long as  
86 funding for the sponsorship of these events is in the approved budget of the Department  
87 of Arts and Culture; and

88 WHEREAS, the Fulton County Board of Commissioners further finds that it is  
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119 adoption, and shall continue until further notice, and that all resolutions and parts of  
120 resolutions in conflict with this Resolution are hereby repealed to the extent of the conflict.

121 **SO PASSED AND ADOPTED**, this \_\_\_\_ day of ~~September~~October, 2023.

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**FULTON COUNTY BOARD  
OF COMMISSIONERS**

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Robert L. Pitts, Chairman

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**ATTEST:**

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Tonya R. Grier, Clerk to the Commission

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**APPROVED AS TO FORM:**

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Y. Soo Jo, County Attorney

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