SPONSORSHIP AGREEMENT BETWEEN
CITY OF MENLO PARK AND EVENT OR PROGRAM SPONSOR

WHEREAS, THIS SPONSORSHIP AGREEMENT (“AGREEMENT”) is made and entered into at Menlo Park, California, this 29th day of June, 2020, by and between the CITY OF MENLO PARK, a Municipal Corporation, hereinafter referred to as “CITY”, and FACEBOOK, INC, hereinafter referred to as “SPONSOR”; and

WHEREAS, this AGREEMENT is entered into by the CITY and SPONSOR for Menlo Park Senior Center Programs, Menlo Park Senior Center food support; and

WHEREAS, SPONSOR agrees to provide the sponsorship and the CITY agrees to provide the benefits as outlined below.

NOW, THEREFORE the CITY and SPONSOR mutually agree as follows:

1. TERMS OF SPONSORSHIP

SPONSOR has reviewed and agrees to be bound by those procedures, limitations and restrictions identified in the CITY’s Sponsorship Policy.

SPONSOR will provide: a total of $47,000 for agreed upon events and programs allocated as follows: (a) $22,000 for Menlo Park Senior Center Programs and (b) $25,000 for Menlo Park Senior Center food support. All payments or in-kind donations will be provided to the CITY at least thirty (30) days prior to the program or event start date.

CITY will provide: See Sponsorship Event Sheets/Packets attached.

The periods of use covered by this AGREEMENT are:

A. Menlo Park Senior Center Programs for the period of January 1, 2020 to December 31, 2020.

2. MARKETING

The CITY’s logo may not be used by SPONSOR in any way without the written permission of the Community Services Director or his/her designee (“Director”) of the CITY. If permission is granted, all materials must be reviewed and approved in writing by the Director. SPONSOR will provide its logo within 30 days prior to the event(s) in EPS, PDF or High Resolution JPEG format. It is understood and agreed that CITY has permission to use SPONSOR’s logo on printed material, press releases, and all other marketing materials.

3. NO ENDORSEMENT

By entering into this AGREEMENT, the CITY is in no way endorsing the SPONSOR’s organization, products, services or employees.

4. DISPLAY BOOTH

SPONSOR agrees that the CITY has the right to inspect SPONSOR’s display booth at any time prior to or during an event. Restrictions on items SPONSOR may distribute at an event will be provided prior to the event. SPONSOR may distribute only their own organization’s materials and may not distribute materials for any other organization. Any request to share or give the booth to another organization must be approved in writing by the Director prior to the event.
5. INSURANCE AND INDEMNITY

A. General Liability Insurance:
   B. SPONSOR, at its own expense, shall provide and keep in force, commercial general liability insurance
      insuring against liability for bodily injury and property damage in an amount of not less than One Million
      Dollars ($1,000,000) per occurrence. CITY shall be named as an additional insured and SPONSOR shall
      provide CITY with a certificate of insurance coverage evidencing said coverage, including a copy of all
      declarations of exclusions.
   C. Automobile Liability Insurance:
   D. SPONSOR shall maintain One Million Dollars ($1,000,000) combined single limit per accident for bodily
      injury and property damage.
   E. Indemnity:
   F. SPONSOR agrees to indemnify, defend and hold harmless the CITY, its elective or appointive boards,
      officers, employees, agents and volunteers from any and all claims, losses, or liability of any nature that may
      arise out of or result from the performance of this AGREEMENT.

6. NON-ASSIGNABILITY

SPONSOR shall not assign this AGREEMENT or any portion thereof to a third party without the prior written
consent of the CITY, and any attempted assignment without such prior written consent shall automatically
terminate this AGREEMENT.

7. CANCELLATION OF EVENT OR PROGRAM

The CITY retains full control of how a program, event or service will be managed, delivered and operated. The
CITY retains authority to cancel a program or event. Upon cancellation, the CITY will provide written notice to
SPONSOR and will issue either a pro-rated (based on the benefits given) or full refund or will return SPONSOR
provided materials.

8. TERMINATION

This AGREEMENT may be terminated immediately, with or without cause, by CITY upon written notice to
SPONSOR.

IN WITNESS WHEREOF the parties have executed this Agreement on the dates indicated below, the latest of which
shall be deemed the effective date of this Agreement.

SPONSOR

Lauren Swezey
Sustainability manager

CITY OF MENLO PARK

Starla Jerome-Robinson
City Manager
Every day in our country, older adults are faced with making tough decisions between purchasing nutritional food or prescriptions or even paying for their rent or mortgage. And many of them are too embarrassed to seek help or even acknowledge that they may need it. Senior food insecurity rates have more than doubled since 2001 in our country.

City of Menlo Park Senior Center (MPSC) recognizes the daily struggles of its patrons with ever-increasing high cost of living, coupled with lack of affordable nutritional meals. Numerous collaborations and social service programs at MPSC assist the seniors with their daily needs. From monthly free health screenings, to complementary weekly grocery brown bags, support groups, and affordable nutritional meals, we take every step to ensure seniors are not put in a position to make a difficult choice between paying for their food, medicine, or even rent. Annually, over 10,500 meals are served at the Menlo Park Senior Center to low-income seniors, up 1,000 from 2015.

Sponsorship Opportunities

*Title Sponsor
$30,000

*Presenting Sponsor
$20,000

*Associate Sponsor
$10,000

*Supporting Sponsor
$5,000

*In-Kind Sponsor

To receive Meals For Seniors Sponsorship Package and list of benefits, contact Avideh Samardar at (650) 330-2283 or via aysamardar@menlopark.org

Mail Tax deductible Donations to:
Menlo Park Senior Center
110 Terminal Ave.
Menlo Park, CA 94025

“I am here everyday for lunch because the food is tasty, healthy, and most importantly, affordable.” -James

“The lunch I eat here at the Senior Center is my only meal of the day.” -Margarita