

**City of West Covina**  
**Administrative Policies**

**SUBJECT:** Advertising & Sponsorship Policy

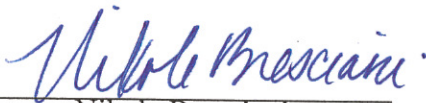
**EFFECTIVE DATE:** July 1, 2017

**PURPOSE:** The purpose of this policy is to establish a set of guidelines for accepting advertisements or sponsorships to include in City publications, at events, programs, or facilities.

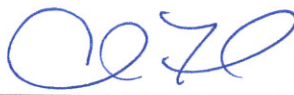
**Statement of the Policy:** City publications may offer the opportunity for advertisements or sponsorships to help defray the costs of publication, event, or program. To ensure compliance with State and Federal laws, while ensuring that advertising or sponsorship is consistent with City policy, these guidelines were established. Publications of the City are City speech, and will not be treated as an open public forum or limited purpose public forum. The City has the unilateral right to control what is published in City publications or at events, including selection of advertising or sponsorship content.

Advertising or sponsorships in the City of West Covina publications, at events, programs, or facilities, may not contain material or information that:

- A. Is false, misleading, or deceptive;
- B. Is libelous;
- C. Promotes unlawful or illegal goods, services, or activities;
- D. Implies or declares an endorsement by the City of West Covina of any goods, services, or activities;
- E. Contains any obscenity or sexual conduct of any kind (obscenity is defined as any communication, picture, image, graphic image, or other matter that the average West Covina citizen, applying contemporary standards, would find, taking the material as a whole, appeals to prurient interests whether it depicts or describes in a patently offensive way sexual conduct);
- F. Promotes the sale or use of tobacco or tobacco-related products, or the use of alcohol or alcohol-related products;
- G. Supports or opposes a political candidate, issue, or cause;
- H. Supports or opposes a religion or religious denomination, creed, tenet, or belief, including information or material that supports or opposes atheism or agnosticism;
- I. Promotes any product or service which is legal only for adults;
- J. Includes any advertising or sponsorship image which is not suitable for viewing by persons of all ages in the sole and express judgment of the City;
- K. Promotes any product or service which is not legal for all ages in West Covina, even if the product or service is legal where offered; or
- L. Is, as determined in the sole discretion of the responsible department head or City Manager, clearly inconsistent with the City's goals with respect to the facility, activity, program, publication, or brochure at or in which the advertising would appear, or if the responsible department head in his or her sole discretion determines that the advertisement would otherwise interfere with the primary



Nikole Bresciani  
Assistant City Manager/  
Community Services Director



Chris Freeland  
City Manager

  
Date