Special Event Sponsorship Program (SESP)
FY 2026/2027 Cycle
Virtual Orientation Session

CITY OF Fremont

December 11, 2025
11:00 am – 12:00 pm
Virtual via Zoom

Agenda

- Overview of Program
- Eligibility
- LOI and Application Process
- Application Review
- Funding Allocation
- Final Report and Award Process
- Special Event Staff Costs
- Program Timeline
- Q&A

- No changes to SESP goals, LOI or application
- Possible change: new city service costs for special event staffing effective July 1, 2026

Overview of Program

Established and adopted by City Council in 2019 to offer financial assistance to support large-scale special events that:

- Require overtime or specialty staff support from the Police Department, Fire Department, Public Work Department (Street Maintenance), or Community Services (Parks and Recreations) on the day(s) of the event.
- Meant to partially offset the cost of City services

The program aims to foster successful community events that:

- Enhance economic development
- Encourage community participation
- Promote arts and/or cultural growth
- Provide a rich variety of festivities for residents and visitors

Eligibility

Event Criteria:

- Takes place between July 1, 2026, and June 30, 2027, in the City of Fremont.
- Not conducted as a fundraiser for a cause or advocate a political position. Religious events are generally not prohibited; has an educational or cultural celebration component may be submitted.
- Must support all four of the SESP program goals.
- Must require the use of City services on the day(s) of the event, specifically Police, Fire, Public Works, facility rental at the Downtown Event Center, and/or street closures conducted by City-approved vendors.
- Must have other sources of funding sufficient to cover at least 50% of all anticipated event-related expenses.

Event Organizer (Organization) Criteria:

- Must be in good financial and operational standing with the City of Fremont.
- Must be a legally registered 501c(3) non-profit organization or 501c(6) business entity.
- Must have a valid City of Fremont business tax certificate, or a Fremont business tax exemption from the City's Finance Department.
- Must be established with at least one year of successful event history with the City of Fremont for a similar event. New events hosted by new organizers are not eligible until year two.
- Adhered to all permitting conditions and has not resulted in complaints or violations of permits or municipal codes.

LOI and Application Process

Letter of Intent (LOI) Submission

- The LOI is an online webform that collects information about your intended event.
- Due by **Wednesday, January 14, 2026, 12:00 p.m**. at the following website: https://www.fremont.gov/permits/special-event-permit/special-event-sponsorship/letter-of-intent-loi-online-form

Full Application Submission

- Once City staff notifies and approves the applicant's Letter of Intent (LOI), applicants shall proceed to complete and submit a full application packet, as outlined on the next page. Full application is due by **Wednesday, March 25, 2026**, **12:00 p.m.**

Incomplete LOIs and applications are not accepted, and deadline is non-negotiable!

Application Requirements

1. **SESP Application**

2. Event Organizer Financial Statement and Tax Return for prior two (2) years: Calendar Year 2024 and Calendar Year 2025. If 2025 Tax Return has not be filed, the City will accept Year 2023 and 2024.

3. Copy of current, valid 501c(3) or 501c(6) registration from the IRS

4. Copy of valid City of Fremont business tax certificate for 501c(6) organizations, or confirmation of Fremont business tax exemption for 501c(3) organizations from the City's Finance Department.

It is the applicant's responsibility to obtain tax exemption confirmation from the Finance Department (email confirmation is acceptable)

5. **Special Event Permit Application** for High Impact Events and all necessary documents required as part of the special event permit process, such as:

- ❑ Event Program, Event Venue Contract/Permission, Event Site Plan
- ❑ Documents for temporary structure permits
- ❑ Traffic Plan/Road Detour Plan/Parking Plan
- ❑ Vendor Information
- ❑ Public Safety and Crowd Management Plan, Security Plan
- ❑ Daily ABC License Application required if alcohol is served.
- ❑ Special Event Permit Application Fee. Permit fee varies by class type.

Submission Process

- You **MUST** make an in-person appointment to submit your application and appropriate documents.
- **Completed** application materials and documents, including a check to process your special event permit fee, must be submitted together in one packet to the **Development Services Center** by appointment only with:
  - Juliette Setudeh-Nejad, Planner, Community Development
    Phone: (510) 494-4540, Email: jsetudeh-nejad@fremont.gov
  - City of Fremont Development Services Center
    39550 Liberty Street, Fremont, CA 94538
  - Check Payment should be made payable to: **City of Fremont**
- Your appointment is not for completion of the application or questions; it's only for submission of the completed application. *No exceptions.*
- Must submit both SESP application and Special Event Permit Application at the same time! Fee applies to Special Event Permit Application.
- **Make your appointment early! Lock in your appointment in February!**

Application Review

- Representatives from multiple City departments will review the applications for Pass/No Pass

Event Narrative and Significance:

- Event's nature, structure, and vision
- The event aligns with applicant's mission, purpose, and goals
- The event components demonstrate support of SESP program goals

Financial Capabilities and Event Execution:

- Ability to produce profitable or break-even event measured on a cash basis
- Extent of diversified financial support and in-kind contributions and/or volunteer resources used to leverage the City's grant funding
- Ability and experience in producing a well-planned and safe event
- Depth of managerial and organizational capacity.

Funding Allocation

- Based on the information submitted on the Letter of Intent (LOI) and full application, City staff will calculate city service staff costs related to the events.
- After evaluation of city service costs for all events and the City's available budget, the City will propose funding allocation sufficient to cover a certain percentage of service costs for all events.
- All proposed award allocations are proposed to council as part of the City's FY 2026/27 budget adoption in June 2026.

Final Report and Award Process

Final Report

- Submit a Final Report for the event on a City-provided form 90 days after the event is held, or 30 days after City billing information is received, whichever is later. Grantees must be current on filing required reports before they can receive grant funding.
- Post-event summary describing how SESP program goals were met.

Payment

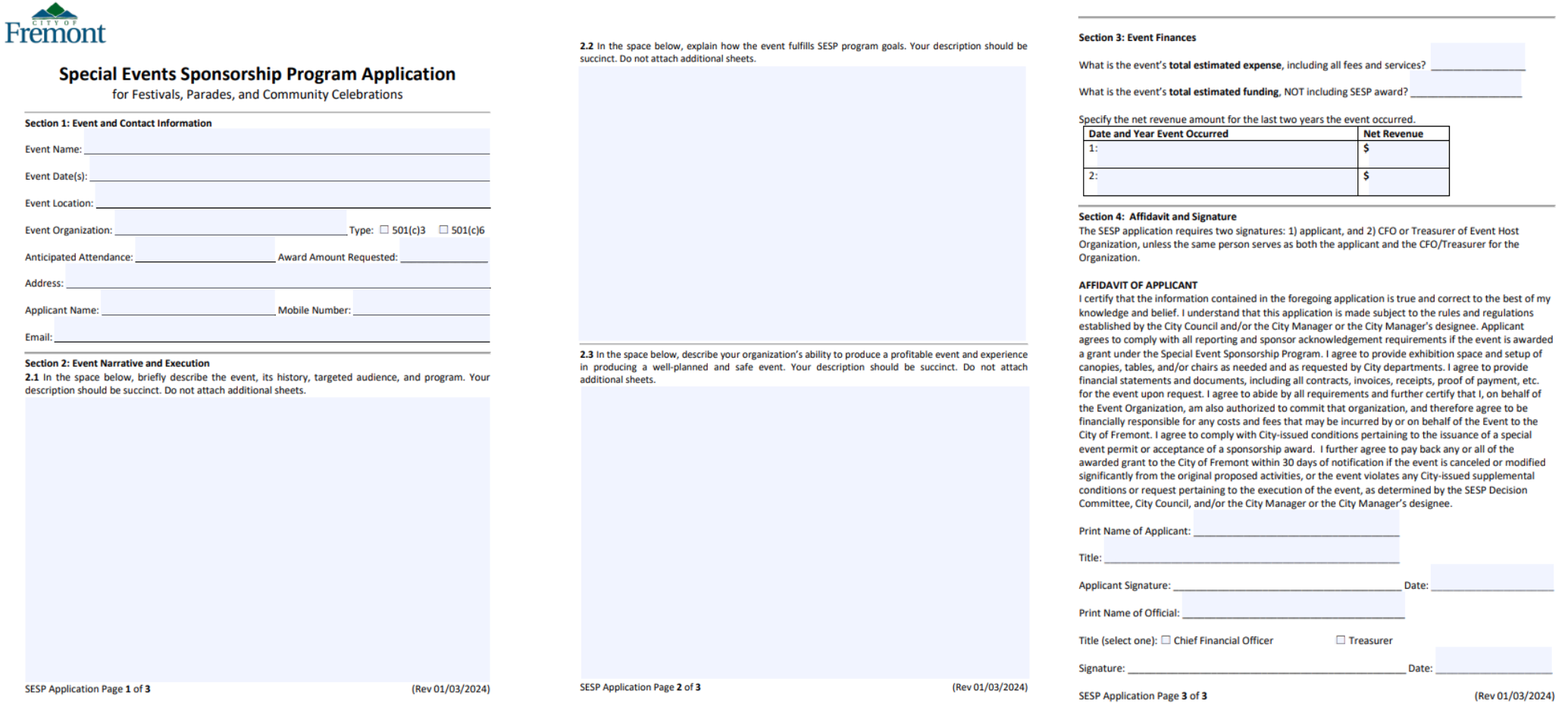
- If your sponsorship award is not sufficient to cover all city service cost, you will receive a bill for the remaining balance due.

Reimbursement Process:

- If your sponsorship award is sufficient to cover all city service cost, you will not be billed for the event, and any remaining balance on the sponsorship award may be used to reimburse for other event-related expenses. Any reimbursement will take place after submission of your Final Report and all necessary event expense receipts.
- **You must submit receipts equal to, or greater than the amount available for reimbursement; must retain all receipts related to their events for possible audits.**

APPLICATION SAMPLE

1. Describe the event
2. Explain SESP program goals
3. Ability to produce a successful and safe event



City of Fremont

Special Events Sponsorship Program Application

for Festivals, Parades, and Community Celebrations

Section 1: Event and Contact Information

Event Name: _____

Event Date(s): _____

Event Location: _____

Event Organization: _____ Type: ☐ 501(c)3 ☐ 501(c)6

Anticipated Attendance: _____ Award Amount Requested: _____

Address: _____

Applicant Name: _____ Mobile Number: _____

Email: _____

Section 2: Event Narrative and Execution

2.1 In the space below, briefly describe the event, its history, targeted audience, and program. Your description should be succinct. Do not attach additional sheets.

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2.2 In the space below, explain how the event fulfills SESP program goals. Your description should be succinct. Do not attach additional sheets.

2.3 In the space below, describe your organization's ability to produce a profitable event and experience in producing a well-planned and safe event. Your description should be succinct. Do not attach additional sheets.

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Section 3: Event Finances

What is the event's **total estimated expense**, including all fees and services? _____

What is the event's **total estimated funding**, NOT including SESP award? _____

Specify the net revenue amount for the last two years the event occurred.

Date and Year Event Occurred	Net Revenue
1:	$
2:	$

Section 4: Affidavit and Signature

The SESP application requires two signatures: 1) applicant, and 2) CFO or Treasurer of Event Host Organization, unless the same person serves as both the applicant and the CFO/Treasurer for the Organization.

AFFIDAVIT OF APPLICANT

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief. I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Manager or the City Manager's designee. Applicant agrees to comply with all reporting and sponsor acknowledgement requirements if the event is awarded a grant under the Special Event Sponsorship Program. I agree to provide exhibition space and setup of canopies, tables, and/or chairs as needed and as requested by City departments. I agree to provide financial statements and documents, including all contracts, invoices, receipts, proof of payment, etc. for the event upon request. I agree to abide by all requirements and further certify that I, on behalf of the Event Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event to the City of Fremont. I agree to comply with City-issued conditions pertaining to the issuance of a special event permit or acceptance of a sponsorship award. I further agree to pay back any or all of the awarded grant to the City of Fremont within 30 days of notification if the event is canceled or modified significantly from the original proposed activities, or the event violates any City-issued supplemental conditions or request pertaining to the execution of the event, as determined by the SESP Decision Committee, City Council, and/or the City Manager or the City Manager's designee.

Print Name of Applicant: _____

Title: _____

Applicant Signature: _____ Date: _____

Print Name of Official: _____

Title (select one): ☐ Chief Financial Officer ☐ Treasurer

Signature: _____ Date: _____

SESP Application Page **3** of **3** (Rev 01/03/2024)

FINAL REPORT SAMPLE

Special Event Sponsorship Program Final Report

Congratulations on the execution of your special event! As a recipient of the City of Fremont's Special Event Sponsorship (SESP) Program, you must complete this "Special Event Sponsorship Program Final Report" and provide all necessary paid receipts to the City of Fremont, no later than 90 calendar days after the event date or 30 days after final billing information is received from the City, whichever is later. Failure to submit this report and all necessary receipts may void the sponsorship award for your event.

Section 1: Event and Contact Information

Event Name: _____

Event Date(s): _____

Event Location: _____

Event Organization: _____

Event Attendance: _____ SESP Award Amount Received: _____

Address: _____

Contact Name: _____ Phone Number: _____

Email: _____

Section 2: Post-Event Summary

In the space provided below, describe how the event met SESP program goals. The description should be brief and succinct. Do not attach additional sheets.

Section 3: Event Expenses

Group expenses into major categories below. Expense categories should match those provided on the SESP application.

Description	Amount
City of Fremont Services (Police, Fire, Street Maintenance on day(s) of event)	$
Permit Fees	$
Event Staff - None City of Fremont Services	$
Promotion and Marketing	$
Venue	$
Stage/Tent/Canopy Set Up	$
Decoration/Other Site Set Up	$
Supplies and Equipment	$
Food/Catering	$
Program/Activities/Performances	$
Security	$
Portable Toilets	$
Trash, Recycling, Compost, and Related Services	$
Other Vendors	$
Other 1, specify:	$
Other 2, specify:	$
Other 3, specify:	$
Other 4, specify:	$
Other 5, specify:	$
Total Event Expenses	$

SPECIAL EVENT STAFF COSTS

Services	Service Cost (As of 11/18/2025)	3% increase (hypothetical)	4% increase (hypothetical)	5% increase (hypothetical)
Street Maintenance	$70.52	$72.64	73.34	74.05
Fire – Medic	$87.98	$90.62	91.50	92.38
Fire – Inspection	$97.24	$100.16	101.13	102.10
Police Officers and Sergeants	$120.77	$124.39	125.60	126.81
Police – CSO/Reserve Officer	$66.55	$68.55	69.21	69.88
Police – Dispatch	$89.89	$92.59	93.49	94.38

Program Timeline for FY 2026/2027

Description	Date
SESP Letter of Intent (LOI) Opens	Thursday, November 20, 2025
SESP Virtual Information Session for Applicants	Thursday, December 11, 2025, at 11:00 a.m. PT
SESP Letter of Intent (LOI) Due	Wednesday, January 14, 2026, 12:00 p.m. PT
City notifies applicants of LOI Results	By Monday, January 26, 2026 for all
SESP Application Process Opens to Applicants with Approved LOIs	Tuesday, January 27, 2026
SESP Application & Special Event Permit Application Due	Wednesday, March 25, 2026, 12:00 p.m. PT
SESP Committee Review and Scoring of Applications	By May 2026
Proposed Council Review and Approval Date	June 2026
Outstanding event balance due to City (if applicable)	30 days after invoice date
Final Report Due for Grantees	90 days after event, or 30 days after finally billing information received by grantee, whichever comes later
Sponsorship reimbursement made to applicant (if applicable)	After completion of Final Report & submission of receipts/documents

SESP DETAILS CAN BE FOUND ONLINE

This presentation is meant to provide an overview of the program. For all requirements and documentations, refer to the website:

- https://www.fremont.gov/permits/special-event-permit/special-event-sponsorship

Full SESP Guidelines for FY 2026/2027:

- https://www.fremont.gov/home/showpublisheddocument/19361/638991664846430000

Contact

- Special Event Sponsorship Program

  Aly Wilson, Public Affairs Management Analyst, Fremont Police Department
  Email: awilson@fremont.gov
  Phone: (510) 790-6947

  Amy Gee, Public Affairs Manager, Fremont Police Department
  Email: agee@fremont.gov
  Phone: (510) 790-6967

- Application Submission

  Juliette Setudeh-Nejad, Planner, Community Development
  Email: jsetudeh-nejad@fremont.gov
  Phone: (510) 494-4540

Thank you!