

Parks and Recreation Facility/Program Sponsorship Policy

1.0 INTRODUCTION:

- 1.1. Port Angeles Recreation Division receives inquiries from private businesses, individuals and corporations interested in sponsorship of programs, facilities and other aspects of parks and recreation business. The City welcomes partnership opportunities that enhance our ability to deliver parks and recreation services as long as the services and products of those businesses, if applicable, are consistent with and appropriate to our mission.
- 1.2. It is necessary in a time of shrinking public dollars to seek outside funding in order to maintain valuable and important programs and facilities.
- 1.3. This policy sets out guidelines for entering sponsorship agreements. Sponsorship is distinct from donations or gifts for which there is no recognition or compensation.

2. PURPOSE:

- 2.1. To outline the guidelines and procedures for entering into sponsorship agreements.
- 2.2. To recognize that sponsorships provide an effective means of generating new revenues and alternative resources to support recreation facilities and programs.
- 2.3. This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists.

3. POLICY AND CRITERIA:

- 3.1. It is the policy of the City of Port Angeles that:
 - 3.1.1. Sponsorship agreements will comply with guidelines and procedures set forth in the policy.
 - 3.1.2. Sponsorships must support the mission and policies of City of Port Angeles.
 - 3.1.3. Sponsorships will not result in any loss of City of Port Angeles jurisdiction or authority.

3.2. The following criteria shall be considered in evaluating sponsorship proposals:

3.2.1. In general, businesses and organizations are eligible for sponsorships if they meet the following criteria:

- a) Support the City Recreation Division's mission;
- b) Sponsorship will relate to the intent/purpose of the facility or park;
- c) Provide a positive and desirable image to the community;
- d) Enhance rather than detract from the design standards and visual integrity of the facility; and
- e) Sponsorship benefits should be commensurate with the value of the sponsorship;

3.2.2. In general, businesses or organizations are not eligible for sponsorships if they relate to any of the following:

- a) Companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography;
- b) Religious or political organizations;
- c) Business regarded as "Adult" business;
- d) Any depiction which gives the appearance or impression that a product or business is endorsed or recommended by City or its officers, agents, or employees; or
- e) Sponsorship will create a conflict of interest or policy with City.

3.2.3. The Deputy Director of Recreation and involved boards may also consider the following when evaluating a sponsorship proposal:

- a) The timeliness or readiness of the sponsor to enter an agreement;
- b) The operating and maintenance costs associated with the proposal; and
- c) The sponsor's record of responsible environmental stewardship and past involvement in community and City projects.

4. DEFINITIONS:

- 4.1 Parks, Recreation and Beautification Commission (Park Board) – an advisory board to the Deputy Director of Recreation, the Mayor, City Council and other city departments with respect to park and recreation matters.
- 4.2 Park Facilities – all facilities and land in the park and recreation system of the City under ownership, management and/or control of City of Port Angeles.
- 4.3 Sponsorship Categories
 - 4.3.1 Type A: Site-Specific Program Sponsorship: A neighborhood business, local merchant or local branch of a corporation sponsors a time limited event or program at an individual recreation facility.
 - 4.3.2 Type B: City wide Program Sponsorship: A local corporation sponsors a time limited program that is held at multiple recreation facilities or has a citywide presence.
 - 4.3.3 Type C: Temporary Logo or Recognition Display Sponsorship: A sponsorship agreement that includes a display of recognition on park property for more than several calendar days and less than one year.
 - 4.3.4 Type D: Long-Term Sponsorship: A sponsorship agreement that includes the naming of a facility or portion of a facility for a sponsor for more than one year.

5. RESPONSIBILITY:

- 5.1. The City Council (or designee) is authorized to enter into sponsorship agreements.
- 5.2. The Deputy Director of Recreation will seek advice from the Parks and Facilities Oversight Committee on proposed agreements.

6. ADVISORY COUNCILS:

- 6.1. The Deputy Director of Recreation will consult with the Parks and Facilities Oversight Committee and Parks, Recreation and Beautification Commission on aspects of sponsorship that might have an impact on their operation or programs.

6.2. The Deputy Director of Recreation will not approve a sponsorship agreement affecting a city facility on special program area without seeking input from the relevant Advisory Council.

7. SIGNAGE:

7.1. The type, location, size, design, content and duration of any advertising, advertising display or sponsor recognition is subject to approval and therefore will be specified in the contract, permit or agreement.

7.2. Allowed signage and recognition display details, including type, location, size, design, content and duration of display, will be a component of the sponsorship agreement; additional signage requests shall require approval by the Deputy Director of Recreation.

7.3. Freestanding billboards are not allowed in park facilities.

8. SPONSORED MATERIALS:

All sponsored products, materials and services require the Deputy Director of Recreation's approval and must meet the specifications and standards used by City of Port Angeles in the purchase of similar materials.

9. EMPLOYEE PARTICIPATION:

No City employee is required to wear clothing with corporate logos or advertising.

10. COMMUNITY SPORTS TEAMS:

Businesses and merchants may sponsor community sports teams (soccer, softball, etc.) and are not subject to the Corporate Sponsorship policy.

11. PROCEDURES:

11.1. All proposals for sponsorship must be submitted in writing to the Deputy Director of Recreation.

11.2. The Parks and Facilities Oversight Committee will provide comments and a recommendation to the Deputy Director of Recreation on all submitted proposals.

11.3. The Deputy Director of Recreation will review the proposal, seek advice from the Parks, Recreation and Beautification Commission, if appropriate, and make a decision on the proposal.

SPONSORSHIP AGREEMENT CHECKLIST

1. NAME OF SPONSOR

- Insert name of company and its business number or name of individual*
- Sponsor's contact person*
- Nature of entity (sole proprietor, corporation, partnership, etc.)*

2. ADDRESS OF SPONSOR

- If a corporate sponsor, insert address of its registered office*
- Sponsor's local address*
- Sponsor's telephone number, fax number and any e-mail addresses*

3. DESCRIPTION OF SPONSOR'S BUSINESS ACTIVITIES

- Insert brief description if applicable*
 - ✓ *Screen out those disqualified such as "adult" businesses, pornography, sales primarily alcohol/tobacco*

4. DETAILS OF SPONSORSHIP

- Sponsor Activity*
 - ✓ *Insert brief description*
- Sponsorship Fee*
 - ✓ *If money is payable, insert amount, installment schedule, etc.*
- Term of Sponsorship*
 - ✓ *Insert beginning and ending date*
- Sponsorship Products*
 - ✓ *If supplied, include method of supply*

5. RIGHTS OF SPONSOR

- Insert permitted promotions and/or signage relating to agreement*
 - ✓ *Need for permits (signs, food handlers, etc.)*
 - ✓ *For signs:*
 - *Location*
 - *Size*
 - *Permits*
 - *Insurance*
 - *Installation/Maintenance/Removal*

6. INDEMNITY/HOLD HARMLESS

- Needs/Assessment*