

CITY OF APPLETON POLICY		TITLE: SPONSORSHIP – PARKS, RECREATION AND FACILITIES MANAGEMENT	
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I. Purpose:

The Appleton Parks & Recreation services are primarily funded from the City’s general fund. In recent years the demands on this fund have increased; a trend that is expected to continue.

To maintain and enhance the city’s parks and recreation system, the Parks, Recreation and Facilities Management Department (“PRFMD”) welcomes alternate revenue streams that will increase its ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City’s general fund. Sponsorships and donations can fund both current and future demands in a way that is consistent with the interests and needs of the citizens through funding sources in a financially responsible manner.

While defined later within the policy, it is important at the outset to highlight the difference between a sponsorship and donation:

A sponsorship is a financial or in-kind product or service offered by the sponsor with the expectation that an obligation for something in return. The sponsorships are not always cause related and may be for commercial or personal objectives.

A donation is a financial or in-kind product or service offered by the donor with no expectation that an obligation for something in return. The donation simply is for a good or cause with no ‘strings’ attached.

II. Policy:

This policy shall guide the administration of sponsorships for events, services, parks, and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities. The purpose of such sponsorships is to increase the PRFMD’s ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City’s general fund.

In appreciation of such support, it is the policy of PRFMD to provide sponsors with suitable acknowledgement of their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the department's parks, facilities, and services. In addition, such recognition shall not detract from the visitor's experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.

III. Definitions:

For the purpose of this policy the following definitions apply:

- Advertising – the activity of attracting the public's attention to a particular product or service.
- Corporate Slogan – a word or phrase that may be attached to a corporate name or logo, (e.g., Healthy Parks or Healthy Appleton).
- Donations – the provision of in-kind goods and/or money for which no benefits are sought.
- Interpretive Sign – a sign within a park that interprets natural, historic, and/or cultural features.
- Facility – any building or structure that is located on property owned by the City of Appleton or managed by PRFMD.
- Logo – a symbol or name that is used to brand an organization.
- Park – the open space owned by the City of Appleton or managed by PRFMD for recreational and/or natural resource values.
- Park Resources – the natural and/or cultural landscape elements within a park.
- Plaque – a flat memorial plate containing information that is either engraved or in bold relief.
- Recognition Benefits – the opportunities given to the sponsor to have its name and/or logo appear on park property and/or materials for a specified period of time.
- Sign – a structure that is used to identify a specific park, to convey directions to park users, and/or to inform of the relevant regulations and/or other pertinent information.
- Sponsorship – a financial or in-kind support from an individual, business, or non-profit group for a specific service, program, facility, park or event in return for certain benefits.
- Sponsorship Agreement – the legal instrument that sets forth the terms and conditions that the parties have agreed to.
- Temporary Sign – a sign that is erected for a known and limited period of time.

IV. Guiding Principles

Sponsors should be businesses, non-profit groups or individuals that promote mutually beneficial objectives and relationships with the City of Appleton and the Parks, Recreation and Facilities Management's mission. All potential sponsorships should be scrutinized to ensure positive impacts and benefits to the community.

SPONSORSHIP PROPOSALS

The following principles form the basis of the City’s consideration of sponsor proposals:

1. All sponsorships must directly relate to the intent of the facility, subject park or program.
2. Sponsorships cannot be made conditioned upon the PRFMD’s performance.
3. The mission of a sponsorship organization should not conflict with the mission of the PRFMD.
4. Sponsorships must provide a positive and desirable image to the community.
5. Sponsorship benefits offered should be commensurate with the relative value of the sponsorship.
6. Operating costs associated with the sponsor's proposal should, as a guideline, not exceed 10%.
7. Individual sponsors should not limit the PRFMD’s ability to seek other sponsors.
8. Recognition benefits to be offered should not compromise the design standards and visual integrity of the park or facility.
9. An evaluation of the potential sponsor shall include, but may not be limited to:
 - Products/services offered
 - Company's record of involvement in environmental stewardship and social responsibility
 - Principles of the company
 - Sponsor's rationale for its interest in the PRFMD
 - Sponsor's expectations
 - Sponsor's timeliness and/or readiness to enter into an agreement

Each sponsorship will require separate approval as follows:

Contribution less than \$5,000	PRFMD Manager Approval
Contribution of \$5,000 to \$9,999	PRFMD Deputy Director Approval
Contribution of \$10,000 to \$24,999	PRFMD Head Approval
Contribution of more than \$25,000	City Council Approval

RECOGNITION OF SPONSORS

The following principles form the basis of the organization's recognition of sponsors:

1. The Parks, Recreation and Facilities Management Department appreciates all sponsorships that enable it to further its mission.
2. In recognition of a sponsor's contribution, preference will be given to providing a form of recognition that is not displayed within parks.
3. Recognition of a sponsorship shall not suggest, in any way, the endorsement of the sponsor's goods or services by the PRFMD, or any proprietary interest of the sponsor in PRFMD.
4. Any physical form of on-site recognition shall not interfere with visitor use or routine facility/park operations.
5. The form of any on-site recognition shall be of an appropriate size and color and shall not detract from the park surroundings or any interpretive message.

6. All sponsorship agreements will be for a defined period of time with regard to the value of the sponsorship and the life of the asset being sponsored.
7. If the sponsorship asset needs to be removed and/or replaced prior to the expiration of the previously defined period of time, the property is sold, and/ or the material used for recognition deteriorates (ex. paver bricks), the sponsorship recognition will end at that time and the sponsor will not be entitled to any damages/ monetary compensation for the early termination of the sponsorship.
8. The naming of events and/or facilities within a park or facility as part of a sponsorship opportunity is permitted as long as such names are subordinate to the name of the park and/or the facility.

Where a naming/renaming sponsorship benefit is offered, the Parks and Recreation Committee shall:

- Review the proposed request and ensure that it adherences to the policies of PRFMD.
- Ensure that supporting information has been authenticated.
- Take into consideration the comments of the public.

The Parks & Recreation Committee shall then present a recommendation to the Common Council for a final decision.

V. Procedures and Guidelines:

These procedures and guidelines have been established to ensure all sponsors are treated in an equitable and appropriate manner and that in recognizing a sponsor's support, the values and purpose of a particular facility and/or park are not diminished. The guidelines and procedures contained within this policy do not apply to gifts, donations, and/or grants for which there is no benefit or recognition.

SPONSORSHIP CATEGORIES

Sponsorships are appropriate for the following broad types of activities:

- Events – financial or in-kind support for an event organized by Parks, Recreation and Facilities Management on City property
- Park/Facility Development – financial or in-kind support associated with the design and construction of a particular park or recreational facility. Projects within this category will typically be of a one-time nature.
- Program Delivery – financial or in-kind support that facilitates the ongoing delivery of a particular citywide or site-specific program.

TYPES OF RECOGNITION

Sponsors will be provided with a level of recognition that is commensurate with their contribution. In acknowledging a sponsor, preference will be given to an off-site form of recognition that may include one or more of the following:

- A thank you letter.

- Publicity through Appleton Parks & Recreation's website, newsletters, and/or media releases, and through the sponsor's corporate newsletter, annual report, and/or website.
- Events such as a press conference, photo opportunity, ground breaking or ribbon cutting ceremony.
- Mayoral acknowledgement at civic functions.
- Acknowledgment on commemorative items such as a framed picture or plaque.
- Acknowledgment on the register of sponsors that is accessible to the public online or at the PRFMD's administrative offices and/or facilities.
- Acknowledgement on printed materials such as recreational program guides.
- Inclusion of the individual's name or company name and logo on a sponsorship recognition wall at a facility or the administrative offices of the PRFMD.

Where on-site recognition is to be provided, types of recognition may include:

- Temporary signs which may include the use of logos, acknowledging a sponsor during the construction or restoration of a particular facility, park or an event.
- Interpretive sign which may include the use of logos.
- Permanent plaque or sign (permanency is limited to the life of the asset).
- Naming of a particular facility within a facility or park where the sponsorship covers the majority (>50%) of the cost of the particular facility or structure.

DETERMINING TYPES OF RECOGNITION

The Director of the PRFMD or designee shall determine the level of recognition to be offered to a sponsor who provides a financial or in-kind product. In cases where permanent on-site recognition or naming rights are requested decisions shall be made by the Parks and Recreation Committee and approved by the Common Council.

DETERMINING DESIGN STANDARDS FOR VARIOUS TYPES OF RECOGNITION

Design and Location of Temporary Signs and Plaques:

Recognition of a sponsor shall be permitted on either a temporary sign or a sign that is of a directional, informative or interpretive nature. The sponsor's name and/or logo shall be designed so that it does not dominate the sign in terms of scale or color. The Director of Parks, Recreation and Facilities Management Department and/or his/her designee must review and approve such sign or plaque prior to its use.

The siting of temporary signs and plaques shall be determined by the Director of the PRFMD and/or his/her designee.

Design and Location of Sponsorship Boards:

The Director of the PRFMD and/or his/ her designee shall determine the design and location of sponsorship boards. In developing a suitable design, the Director of the PRFMD and/or his/her designee shall consider a format that

allows for the recognition of sponsors using small name plates, plaques or tiles so that sponsor details can be added or removed easily.

SPONSORSHIP AGREEMENT

All sponsorship offers shall be the subject of a sponsorship agreement.

TERMINATING SPONSORSHIPS

The City of Appleton reserves the right to terminate any sponsorship should conditions arise during the life of that sponsorship that results in the sponsorship conflicting with this policy or the sponsorship is no longer in the best interests of the City or Parks, Recreation and Facilities Management Department. The decision to terminate a sponsorship of \$10,000 or less shall be made by the Director of Parks, Recreation and Facilities Management. The decisions to terminate a sponsorship above \$10,000 must be made by the Parks and Recreation Committee with approval by City Council.

ETHICAL CONSIDERATIONS ASSOCIATED WITH SPONSORSHIPS

Sponsorships are an important way in which Parks, Recreation and Facilities Management can obtain additional resources to support the pursuit of its mission. However, sponsorships may come with unintended consequences and, as such, all sponsorship offers require careful consideration.

On occasion Parks, Recreation and Facilities Management may reject a sponsorship offer. Circumstances under which this can occur include but may not be limited to:

- The potential sponsor seeks to secure a contract, permit or lease.
- The potential sponsor seeks to impose conditions that are inconsistent with Parks, Recreation and Facilities Management's mission, values, policies, and/or planning documents.
- The potential sponsorship would create a conflict of interest or policy, e.g., a sponsorship from a tobacco company.
- The potential sponsor is engaged in litigation with the City of Appleton.