



EVERGREEN PARK & RECREATION DISTRICT

Advertising and Sponsorship Policy

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Policy

It is the policy of Evergreen Park & Recreation District (EPRD) to pursue sponsorships and advertisements from both non-profit and for-profit entities for District programs, events and projects in order to obtain supplemental financial, in-kind, and technical assistance in an effort to enhance and sustain EPRD's park and recreation system. All such sponsorships must comply with the guidelines and procedures set forth in this policy.

1.0 Purpose

This policy and its guidelines and procedures are intended to guide the EPRD Board of Directors, Executive Director, staff or any allied park conservancy organization responsible for sponsorship business agreements and to help potential sponsors understand the opportunities and constraints of a parks and recreation sponsorship.

2.0 Background

EPRD and the Evergreen community pride themselves on their extensive park and recreation system. That is evident in the decades of generous support shown by Evergreen's business and non-profit community. Today, financial and in-kind support is even more critical as the investment needed to sustain and improve the parks, facilities, and programs continues to climb. Like other park and recreation districts across the nation, EPRD is pursuing more sophisticated business partnerships with the for-profit and non-profit sectors, in the form of event, program, project, and site sponsorships along with limited advertising. These mutually beneficial business agreements provide an important marketing venue for businesses and an opportunity for them to align

themselves with the District's public mission and in turn, EPRD is able to build new and exciting programs and places while sustaining the system.

3.0 Definitions

3.1 Sponsorship. Sponsorship is financial or in-kind support from an entity for a specific program, event, or project in exchange for tangible and intangible benefits to the sponsor. Sponsorship is a negotiated business agreement between the sponsor and the District.

3.2 Gifts. A gift is a freely given donation of goods, cash, or real property to the District, preferably with no expectation of return (a "condition" to the gift). Gifts may be designed for a specific purpose or may be general in nature.

3.3 Advertising. Advertising is the signage or graphic element created by the entity (usually placed in designated, purchased space) to promote a product or organization. Permanent advertising is not allowed on property managed by EPRD but not owned by the District. Permanent advertising is also not allowed in parks, athletic fields or other outdoor facilities owned and managed by the District. Advertising may be considered in indoor venues such as recreation centers and gyms in limited quantities. Advertisements are also allowed in the District's printed materials, electronic publications and media boards.

3.4 Temporary Advertising. Temporary advertising is the temporary display of corporate logos, branding, or advertising copy at a District event or on peripheral materials associated with an event or program or project (e.g. Banner displayed during the course of a construction project or give-a-ways at an event).

3.5 Events. Events are one-time activities for the public organized by the District and held on EPRD property that generally last less than a week (e.g. EPRD Hockey Tournament).

3.6 Projects. Projects are one-time District efforts, often with a product as the end result (e.g. Playground equipment replacement).

3.7 Programs. Programs are on-going, organized activities led by the District for the public and generally involve staff supervision (e.g. Summer Camps or Special Needs Program).

3.8 Sites. Sites are specific places, varying in scale from individual features or areas to entire parks or recreation centers, and even to an entire system, such as all of EPRD's playgrounds.

3.9 Marketing benefits. These are opportunities given to the for-profit or non-profit sponsor to have their branding, their products, their name and logo given temporary visibility on EPRD property or materials. The details of those opportunities are specific to each sponsorship, covered by the agreement, and must meet District policies.

4.0 Authority

The management, operation and control of all facilities owned by EPRD for park and recreational purposes are under the exclusive control of EPRD and its Executive Director. Any agreement for advertising or a corporate sponsorship for an EPRD program, event, project, and/or site shall require approval from the Executive Director.

4.1 Displays by outside organizations

Any marketing materials displayed on District-managed property (e.g. banners, etc.) by outside organizations must have prior approval by the District which retains authority to regulate the placement, length of time, and nature of all displayed materials.

5.0 Sponsorship Categories

5.1 Sponsorships are appropriate for four broad types of District activities and places:

Event Sponsorship. Event sponsorship is the financial or in-kind support for a District organized event on EPRD managed property. An event includes a one-time occasion (e.g. trail race, community work project, etc.) and usually lasts less than a week. Sponsors may be recognized vis-à-vis anything relating to the event. Depending upon the details of the agreement, the sponsor's name may be directly associated with the event (e.g. "title" sponsorship) and the sponsor may have a variety of temporary advertising and marketing opportunities.

Project Sponsorship. Project sponsorship is financial or in-kind support of a specific District project which is usually a one-time effort. Results often include a product being developed for the District and for the public (e.g. District facility map, playground project, etc.). Depending upon the details of the agreement, the sponsor's name and logo could be permanently or temporarily attached directly to the product and other marketing opportunities are available.

Program Sponsorship. Program sponsorship is financial or in-kind support of a District led program for the public. A program includes a series of on-going activities (e.g., youth sports leagues, after-school classes, or summer interns) organized by the District. Recognition of the sponsor may continue throughout and even after the program's duration. Depending upon the details of the agreement, a sponsor's name can be associated directly with the program (e.g. "Johnson's Safety First Program") and other marketing opportunities are available.

Site Sponsorship. Site sponsorship is financial or in-kind operating support of a specific District place or feature (e.g. a new picnic pavilion, etc.). Marketing opportunities and recognition of the sponsorship are negotiated in the agreement.

6.0 Materials Displayed by Third Parties

Community sports teams. These sponsorship policies do not apply to teams and leagues that often solicit their own sponsorship and enter into private agreements. However, approval must be obtained from the District for any public display within parks and recreation facilities of private sponsorships (e.g. banners, flags, signs), with the exception of team uniforms.

Tenants and Lessees. Several non-profit, educational and cultural organizations, along with residents are located in buildings within parks (e.g. Evergreen Nature Center) and have sponsorship programs of their own. Any marketing materials visible to the public and displayed within a District managed park (e.g. banners, etc.) must have prior approval by the District which retains authority to regulate the placement, length of time, and nature of all displayed materials.

Support Organizations. A number of organizations have formed in order to help support the District and to advocate for specific amenities (e.g. Evergreen Park & Recreation Foundation). These types of groups often implement their own sponsorship, gift, and naming efforts which the District does not seek to regulate. If third parties wish to display marketing materials on District managed land or advertise through the District, all displays must meet District policies.

7.0 Guidelines for Accepting Sponsorships and Advertising

7.1 The District welcomes sponsorships and limited advertising as an opportunity to enhance services as long as the sponsorship or advertisement is consistent with District policies and regulations; respects the physical beauty of public spaces; and reaffirms EPRD's mission and core services. In considering any proposal for sponsorship of a District activity or place by a for-profit or non-profit entity, the following questions should be considered individually and collectively:

- a) Are the entity's products, services, and marketing goals compatible with the District's mission, values, and policies?
- b) Does the proposed sponsorship enhance current priorities, programs, and core services of the District?
- c) Do the conditions of the sponsorship (especially in terms of marketing benefits and temporary advertising) compromise the design standards, visual integrity of our parks and recreation facilities or the experience of users?
- d) Does the sponsorship commit the District to additional operating and maintenance responsibilities and costs?
- e) Are the tangible and in-tangible benefits balanced for both the sponsor and the District?

- f) Would the sponsorship create a conflict of interest for the District?
- g) What is the entity's past record on community involvement with Evergreen community projects and agencies?

7.2 Products and businesses generally ineligible for sponsorships include: for-profits whose primary products or services are substantially derived from the sale of drugs, tobacco, gambling, firearms, or sexually explicit materials.

7.3 In an effort for EPRD to support local non-profits and businesses, local organizations should be given preference in regards to sponsorship and advertising opportunities.

7.4 EPRD staff shall seek input and recommendations from the EPRD Board of Directors when considering sponsorships or advertisements equal to or greater than \$10,000 in value.

8.0 Marketing Benefits and Recognition Guidelines

8.1 Marketing benefits for the sponsor are negotiated and detailed in each specific sponsorship agreement. The District usually will offer a choice of sponsorship levels, with appropriate benefits associated with each level. Guidelines include:

- a) All sponsorship marketing materials, including but not limited to banners, signs, brochures, cards, signs, posters and newsletters, labels on products such as t-shirts, must be approved by the District.
- b) An unlimited number of corporate sponsorship recognition and logos printed on "walk-away" products (e.g. t-shirts, water bottles) is acceptable. Visual impact will be considered.
- c) The District's marketing personnel must approve the use of the District's logo by the sponsor in their own business publications. All logo use must be associated with the specific program or sponsorship.

9.0 Procedures

9.1 Sponsorships are arranged primarily through two processes: a) self-initiated by the potential sponsor or; b) initiated by the District through a formal or informal "RFS" (Request for Sponsors) process.

9.2 Interested sponsors are encouraged to contact the District at any time to discuss a potential sponsorship.

9.3 If initiated by the potential sponsor, the procedure is:

- a) Meeting with assigned District staff.
- b) Sponsorship drafted, with levels of sponsorship, benefits to the District, and program details evaluated. Sponsorship draft evaluated against policies.
- c) Approval by the Executive Director.
- d) Legal agreement completed.

9.4 At times, the District will issue requests for sponsorship (RFS) through various media, such as direct mail, website, or publications. A pre-application meeting may be scheduled. All interested sponsors who meet the policy requirements set forth will be afforded a sponsorship opportunity.

10.0 Terms of Agreement

10.1 Determining sponsorship costs and values will be a mixture of “value-based” system (e.g. based upon the value of the tangible and intangible marketing and brand benefits to the sponsor) and a “cost-based” system, where the goal is to recover at least the costs of an event, program, project, or site operations.

10.2 Agreements should include the following at a minimum:

- a) Clear statement of how the District is improving services through this funding and how the sponsorship supports the mission and vision of EPRD.
- b) The financial value, benefits associated, costs of the sponsorship, including any exclusivity or other hierarchy of benefits.
- c) Type and time limit for each sponsorship.
- d) Clear statement of the District’s and the sponsor’s responsibilities and roles.
- e) Specific plan for marketing and branding opportunities-- display, type, location, size, design, content and duration.
- f) Term and termination provisions.

11.0 Sample of “Level of Sponsorship Benefits”

Each sponsorship is negotiated and tailored to the particular program, event, project, and site, and to the sponsor themselves. However, a hierarchy of benefits is associated with different levels of sponsorship, often providing more branding visibility and exclusivity with the higher levels of support. The following hierarchy illustrates the types of benefits that are possible and could be provided by EPRD:

Lowest sponsorship level may include:

- Banners/“walk-aways” (e.g. bottles, etc.) at an event with sponsor name or logo
- Sponsorship recognition (without logo) in District publications/website
- Sponsorship mention in media releases
- Right to promote the partnership through corporate publications and marketing
- Recognition at the event

Mid-level sponsorships may include the above plus:

- Corporate logo included in publications/website
- Additional District benefits (memberships to recreation centers; use of District building, etc.)
- Right to make promotional offers to the public and District employees
- Right to use District property for product sampling

High-level sponsorships may include the above plus:

- Designation as an “official”, “exclusive”, or “title sponsor” for a given event, project, etc.
- Title sponsorship of an event
- Naming rights for a program
- Exclusivity of category for event/program
- Corporate visibility in public parks and facilities (small signs, ball field fences and row banners with logos)

APPROVED AND ADOPTED:

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