

# Department Policy & Procedure



Subject:  <b>Corporate Sponsorship Policy</b>	Number	060-P 1.5.1
	Effective	January 21, 2003
	Supersedes	
Approved:	Department: Parks & Recreation	Page 1 of 2

## 1.0 INTRODUCTION:

- 1.1 Seattle Parks and Recreation (DPR) is faced, more frequently as time passes, with offers from private businesses and corporations interested in sponsorship of programs, facilities and other aspects of parks and recreation business. We, in turn, welcome partnership opportunities that enhance our ability to deliver parks and recreation services as long as the services and products of those businesses are consistent with and appropriate to our mission and lines of business.
- 1.2 It is pragmatic in a time of shrinking public dollars to seek outside funding in order to maintain valuable and important programs and facilities, within specific boundaries and with built-in safeguards against misuse of this tool. This policy captures an activity previously not subject to guidelines.
- 1.3 This policy sets out guidelines for entering corporate sponsorship agreements. Corporate sponsorship is distinct from corporate donations or gifts for which there is no recognition or compensation.

## 2.0 PURPOSE:

- 2.1 To outline the guidelines and procedures for entering into corporate sponsorship agreements.
- 2.2 To recognize that corporate sponsorships provide an effective means of generating new revenues and alternative resources to support DPR facilities and programs.
- 2.3 This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the corporation and where no business relationship exists.
- 2.4 This policy is not applicable to events authorized by a Special Events Permit issued by the City of Seattle.

3.0 ORGANIZATIONS AFFECTED:

- 3.1 Seattle Parks and Recreation
- 3.2 Board of Park Commissioners
- 3.3 Advisory Councils
- 3.4 Associated Recreation Council

4.0 REFERENCES:

- 4.1 Park and Recreation Naming Committee Policy #060 - P 1.4.1
- 4.2 Acceptance of Gifts and Donor Recognition Policy #060 – P 2.13.1 & P 1.4.2
- 4.3 City of Seattle Sign Ordinance

5.0 POLICY:

- 5.1 It is the policy of Seattle Parks and Recreation that:
  - 5.1.1 Corporate sponsorship agreements will exist in accordance with guidelines and procedures set forth in this policy.
  - 5.1.2 Corporate sponsorships must support the mission and policies of DPR.
  - 5.1.3 Corporate sponsorships will not result in any loss of DPR jurisdiction or authority.
- 5.2 In general, the following industries and products are not eligible for corporate sponsorships with DPR: Police-regulated businesses; religious and political organizations; or companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography.

6.0 DEFINITIONS:

- 6.1 Corporation – a for-profit entity (business, company, and merchant) acting under a legal charter having its own rights, privileges and liabilities.
- 6.2 Corporate Sponsorship:
  - 6.2.1 Display by a specific corporation of its company logo or other form of corporate recognition on DPR property, in exchange for financial support and/or goods or services.
  - 6.2.2 Authorization by DPR for a specific corporation to promote its investment with us.

6.2.3 A DPR facility, a portion of a facility, a program or an event named for a corporation in exchange for financial support and/or goods or services.

6.3 Board of Park Commissioners (Park Board) - an advisory board to the Superintendent of Parks, the Mayor, City Council and other city departments with respect to park and recreation matters.

6.4 Park Facilities - all facilities and land in the park and recreation system of the City under ownership, management and/or control of DPR.

6.5 Contracts and Business Resources (CBR) – a unit of DPR that provides contract assistance and marketing value assessment.

6.6 Sponsorship Categories

6.6.1 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 DPR facility.

6.6.2 Type B: Citywide Program Sponsorship: A local corporation sponsors a time limited program that is held at multiple DPR facilities or has a citywide presence.

6.6.3 Type C: Temporary Logo or Recognition Display Sponsorship: A sponsorship agreement that includes a display of recognition on park property for more than seven calendar days and less than one year.

6.6.4 Type D: Long-Term Sponsorship: A sponsorship agreement that includes the naming of a facility or portion of a facility for a corporate sponsor for more than one year.

7.0 RESPONSIBILITY:

7.1 The Superintendent of Parks and Recreation (or designee) is authorized to enter into corporate sponsorship agreements.

7.2 The Superintendent will seek advice from the Board of Park Commissioners on proposed agreements that fall into categories C or D above (6.6.3 & 6.6.4 above).

7.3 The CORE team will review all proposed agreements that include a permanent display of recognition that fall into categories C and D above (6.6.3 & 6.6.4 above).

8.0 ADVISORY COUNCILS:

8.1 The Superintendent will consult with the Associated Recreation Council (ARC), individual Advisory Councils, and other partners on aspects of corporate sponsorship that might have an impact on their operations or programs.

8.2 The Superintendent will not approve a corporate sponsorship agreement affecting a community center or special program area without seeking input from the relevant Advisory Council.

9.0 SIGNAGE:

9.1 The type, location, size, design, content and duration of any advertising, advertising display or sponsor recognition must meet City of Seattle Sign Code 18.12.050 and Land Use Code Chapter 23.55, and is subject to approval and therefore will be specified in the contract, permit or agreement.

9.2 Allowed signage and recognition display details, including type, location, size, design, content and duration of display, will be a component of the corporate sponsorship agreement; additional signage requests require approval by the Superintendent.

9.3 Freestanding billboards are not allowed in park facilities.

10.0 SPONSORED MATERIALS:

All sponsored products, materials and services require the Superintendent's approval and must meet the specifications and standards used by DPR in the purchase of similar materials.

11.0 EMPLOYEE PARTICIPATION:

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

12.0 COMMUNITY SPORTS TEAMS:

Businesses and merchants may sponsor community sports teams (soccer, softball, etc.) and are not subject to the Corporate Sponsorship policy. The Superintendent must approve any recognition of this corporate sponsorship on DPR property other than on uniforms.

13.0 PROCEDURES:

13.1 All proposals for sponsorships must be submitted in writing to the Marketing Development Coordinator (MDC) in CBR, using the Sponsorship Proposal form attached to this policy. It will be the responsibility of the MDC to track all proposals.

13.2 CBR, the operating division, and the CORE Team will review proposals that fall into categories C and D (6.6.3 & 6.6.4 above), and will provide comments and a recommendation to the Superintendent.

13.3 The Superintendent will review the proposal, seek advice from the Board of Park Commissioners, if appropriate (6.5.3 & 6.5.4 above), and make a decision on the proposal.

13.4 If the Superintendent approves the proposal in principle, CBR staff will work with operating division staff to draft a sponsorship agreement for signature. This agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to DPR; the marketing rights and benefits provided to the sponsor; and termination provisions. All contractual language will be consistent with applicable City policies and ordinances and good business practices approved by DPR Contract Resources.

14.0 CRITERIA:

The Superintendent and Park Board may use, but are not limited to, the following criteria when evaluating a corporate sponsorship proposal; in all cases, the Superintendent (or designee) will have the prerogative to accept or reject the proposal:

- 14.1 The compatibility of the corporation's products, customers and promotional goals with Seattle Parks and Recreation's mission;
- 14.2 The corporation's past record of involvement in community and City projects;
- 14.3 The desirability of association – the image;
- 14.4 The timeliness or readiness of the corporation to enter an agreement; and
- 14.5 The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation.
- 14.6 Community support for, or opposition to, the proposal
- 14.7 The operating and maintenance costs associated with the proposal.
- 14.8 The corporation's record of responsible environmental stewardship.