

CITY OF MAPLE VALLEY PARKS AND RECREATION DEPARTMENT SPONSORSHIP POLICY

1. Purpose

The City of Maple Valley Parks and Recreation Department (hereinafter, “the Department”) receives requests from individuals, foundations, corporations, nonprofit organizations, and other entities interested in sponsorship of City events and City administered programs (such as sports leagues, camps, etc.). The purpose of this Policy is to establish criteria by which the Department can evaluate whether an entity is eligible for sponsorship.

2. Policy Statement

This sponsorship policy is created to establish criteria by which the City may accept sponsors that further the City’s mission by providing monetary or in-kind support for City events or City administered programs. The City exercises sole discretion over who is eligible to become a sponsor according to the terms of this policy. It is the policy of the City of Maple Valley and the Department that:

- a. Sponsorship agreements will be granted only in accordance with the criteria and procedures set forth in this policy;
- b. Sponsorships must support the mission and policies of the City;
- c. The granting of a sponsorship agreement shall not constitute an endorsement by the City or the Department of the entity’s organization, products, services, positions, or statements; and
- d. The City may accept or deny any sponsorship request at its sole discretion.

3. Definitions

- a. **Entity:** Individual, foundation, corporation, nonprofit organization, business, or other entity seeking sponsorship with the Department under this policy.
- b. **Park Facilities:** All facilities and land in the park and recreation system of the City under ownership, management and/or control of the City of Maple Valley.
- c. **Sponsor:** An entity that provides the City with a sponsorship by entering into a sponsorship agreement with the City in accordance with this policy.
- d. **Sponsorship:** Financial or in-kind support from an entity in exchange for sponsorship recognition benefits.
- e. **Sponsorship recognition benefits:** City-defined and approved benefits to be given to or recognized by the entity.

4. Sponsorship Categories

This policy pertains to the following types of sponsorship categories:

- a. **City Event Sponsorship:** An entity sponsors a time-limited City event on City property. The sponsorship recognition benefits for this category may include, but is not limited to the display of temporary signage and inclusion in marketing materials.
- b. **Recreation Program Sponsorship:** An entity sponsors a specific city-administered recreation program (i.e. sports league, sports league team, camp, etc.) for the length of a program season. Sponsorship recognition benefits for this category may include, but is not limited to an entity logo on program shirts, display of temporary signage on park facility property, and inclusion in marketing materials.

5. Eligibility Criteria

Entities are eligible for sponsorships if they support the mission and policies of the City of Maple Valley and the Department. The Director (or designee) may consider the following criteria when deciding whether to authorize a request for sponsorship:

- a. The compatibility of the sponsorship to the mission of the City.
- b. The entity's past record of involvement with the City.
- c. The entity's record of integrity and business ethics.
- d. The readiness of the sponsor to proceed according to event or program timelines.
- e. The operating and maintenance costs associated with the proposal.

6. Sponsorship Not Permitted.

Entities are not eligible for sponsorships if they relate to, or are associated with, any of the following:

- a. Political parties, candidates, and ballot measures - Entities that promote or oppose a political party, any person or group of persons holding federal, state or local government elected office, the election of any candidate or group of candidates for federal, state or local government offices, or any initiative, referendum or ballot measure. A person that currently holds federal, state or local government elected office is eligible for sponsorship if the person is not acting in their official capacity in sponsoring the City event or recreation program, does not use their official title in any manner related to the sponsorship of the event or program (such as in marketing materials or public announcements), and if asked, informs the public that their sponsorship is not related in any way to their official position. The City has the authority to revoke a sponsorship if it reasonably appears that a person currently holding federal, state or local elected office is sponsoring a City event or recreation program in their official capacity.

- b. Public issues - Entities that express or advocate or appear to express or advocate an opinion, position, or viewpoint on a matter of public debate about economic, environmental, political, public safety, religious or social issues. Entities that educate the public about these issues are also not permitted.
- c. The sale of alcohol, tobacco, cannabis, firearms, gambling or adult entertainment.
- d. Religion - Entities that promote or oppose any identifiable or specific religion, religious viewpoint, message or practice.
- e. Illegal activity.
- f. A conflict of interest or policy with City, including its officers, agents, or employees.
- g. Adverse to the City's mission and values - Entities that promote or engage in activities that are in conflict with the City's mission and values, as adopted by City Council.
- h. Discrimination - Entities that promote discrimination or have a record of discrimination based on race, creed, color, national origin, age, religion, sex, sexual orientation, gender identity or expression, veteran's statute, marital status, genetic information, or the presence of any sensory, mental, or physical disability, or are unable to accept the City's anti-discrimination language.
- i. Any depiction that gives the appearance or impression that a product or business is endorsed or recommended by the City or its officers, agents, or employees.

7. Review of Sponsorship Requests

Annually, the City will produce a list of sponsorship opportunities, including the benefits and prices for each sponsorship level. All sponsorship requests must be submitted to the Department in writing or through an online interest form. Sponsorship requests will be reviewed on a first-come, first-served basis. Some sponsorship packages may allow for a right of first refusal, allowing early access for the sponsor to return at the same level as the previous year. The Director or designee will determine whether sponsorship requests meet the eligibility criteria outlined in this policy. The Director will make a final determination on sponsorship requests, and shall have the right to accept, condition, or deny any sponsorship request.

8. Sponsorship Agreement

A sponsorship agreement will be developed for each sponsorship relationship and will be approved by the Parks and Recreation Director or their designee without further action of City Council. The agreement will include the sponsorship category, the duration of the sponsorship, the value to be given to the City, recognition benefits, duration of benefits, and conditions under which the sponsorship agreement may be terminated, canceled, amended, or extended. The City may terminate any sponsorship agreement at any time and for any reason if the sponsorship is

determined in the City's sole discretion not to be in the best interests of the City. If the City elects to terminate any sponsorship agreement, it will give written notice to the sponsor.

9. Disclaimer of Endorsement

The City does not endorse the products, services, or ideas of any sponsor. The City's acceptance of a sponsorship does not constitute express or implied endorsement of the content or message of the advertisement, including any person, organization, products, services, information or viewpoints contained therein, or of the advertisement sponsor itself. This endorsement disclaimer extends to and includes content that may be found via internet addresses, quick response (QR) codes, and telephone numbers that may appear in posted ads and that direct viewers to external sources of information. In accordance with this disclaimer, no employee will be required to wear clothing with corporate logos or advertising of the sponsor.