

# Sponsorship Policy

## INTRODUCTION

The Washougal Parks Department is a division of the City of Washougal Public Works Department. The parks services are primarily funded by the City's general fund. In recent years demands upon such funds have increased with no increase in staffing, a trend that is expected to continue. To maintain and enhance the city's park and recreation system in these challenging times, one of the alternate funding sources being pursued is sponsorship.

## WASHOUGAL PARKS DEPARTMENT MISSION STATEMENT

The parks of Washougal will be places that can be enjoyed by all the public. The Washougal Parks Department will provide areas for social interaction, play, peaceful enjoyment, and quality of environment. A system of trails connecting neighborhoods and parks will give citizens access to a variety of facilities – playgrounds, swimming areas, boating facilities, recreation spots, and historic sites. Washougal Parks Department's goal is to provide a safe, enjoyable, and relaxing facility that preserves the land.

## POLICY STATEMENT

It is the policy of the City of Washougal to actively seek sponsorships for its events, services, and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities. The purpose of such sponsorships is to increase Washougal's ability to deliver services to the community and/or provide enhanced levels of service beyond basic services from the City's general fund.

In appreciation of such support, it is the policy of the Washougal Parks Department to provide sponsors with suitable acknowledgement of their contributions with the following goals attributed to such recognition:

- shall adhere to the aesthetic values and purpose of Washougal's parks, facilities, and services.
- shall not detract from the visitor's experience or expectation
- shall not impair the visual qualities of the site
- shall not be perceived as creating a proprietary interest.

# GUIDING PRINCIPLES

## **SPONSORSHIP PROPOSALS**

The following principles form the basis of the organization's consideration of sponsor proposals:

1. All sponsorships must directly relate to the intent of the subject facility or park, and its master plan (if available).
2. Sponsorships cannot be made conditional on Washougal Parks Department's performance.
3. The mission of a sponsorship organization should not conflict with the mission of the Washougal Parks Department.
4. Sponsorships promote a health, recreation, or sports-oriented image to the community.
5. Sponsorship benefits offered should be commensurate with the relative value of the sponsorship.
6. Individual sponsors should not limit the Washougal Parks Department's ability to seek other sponsors.
7. Recognition benefits to be offered do not compromise the design standards and visual integrity of the park or facility.
8. An evaluation of the potential sponsor which shall 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 Washougal Parks Department
  - Sponsor's expectations
  - Sponsor's timeliness and/or readiness to enter into an agreement

## **RECOGNITION OF SPONSORS**

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

1. The Washougal Parks 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 Washougal Parks Department, or any proprietary interest of the sponsor in the City of Washougal.
4. Any physical form of on-site recognition shall not interfere with visitor use or routine community center/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 defined period of time having regard to the value of the sponsorship and the life of the asset being sponsored.
7. Naming of events and/or facilities within a park in recognition of a sponsor is permitted, providing such names are subordinate to the name of the park.
8. Where naming/renaming of a parkland is negotiated as a sponsorship benefit, the local homeowners association will be notified of the proposal. The sponsorship proposal will be considered by the Washougal Parks Board of Commissioners. The Board shall:

- Review the proposed request for its adherence to the policies of Washougal Parks & Recreation.
- Ensure that supporting information has been authenticated.
- Take into consideration the comments of the relevant homeowners association(s).
- Board consideration of the request will be pursuant to the Sponsorship Process outlined in this policy.

## PROCEDURES & 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 health and recreational purpose of a particular community center and/or park is not diminished. The guidelines and procedures contained within this policy do not apply to gifts and/or grants for which there is no benefit or recognition.

### SPONSORSHIP CATEGORIES

Sponsorships are appropriate for the following broad types of activities:

- Events or Programs – financial or in-kind support for an event organized by Washougal Parks Department on Washougal or partnered property. An example of a sponsorship under \$10,000 is funding a children's play activity at an event. An example of a sponsorship over \$10,000 is funding the entire event.
- Park/Facility Development – financial or in-kind support associated with the design and construction of a particular park or recreational or cultural facility. Projects within this category will be typically be of a one-time nature. An example of a sponsorship under \$10,000 is funding a bench, bleacher, or trail. An example of a sponsorship over \$10,000 is funding an entire park or large feature, such as a ballfield.

### 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 the City of Washougal's website, newsletters, and/or social media releases, and through the sponsor's corporate newsletter, annual report, and/or website.
- Events such as a press conference, photo opportunity, groundbreaking or ribbon cutting ceremony.
- Acknowledgement at civic functions Mayor, City Manager, and/or City Counselor.
- Commemorative items such as a framed picture or plaque.
- Register of sponsors that is accessible to the public either online or at the City of Washougal administrative offices and community centers.
- Acknowledgement on printed materials such as recreational and environmental program catalogs.
- Inclusion of the individual's name or company name and logo on a sponsorship recognition wall at a community center or the City of Washougal administrative offices.
- 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 park where the sponsorship covers the majority (>60%) of the cost of the particular facility, structure, or land acquisition.

### **DETERMINING TYPES OF RECOGNITION**

In determining the type and extent of recognition benefits, current market research data will be used to determine the value for each tangible and intangible benefit offered to the sponsor.

### **DETERMINING DESIGN STANDARDS FOR VARIOUS TYPES OF RECOGNITION**

Design and Location of Temporary Signs, Plaques, Sponsorship Boards: 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. Sponsorship boards should be designed with a format that allows for the recognition of sponsors using small, removable name plates, plaques or tiles so sponsor details can be added or removed easily. Parks & Cemetery Program Manager shall determine approval of a sponsor's name and/or logo on signs and plaques.

The siting of signs and plaques shall be determined between the Parks & Cemetery Program Manager and/or the General Operations and Maintenance Manager.

Design and Information Requirements for Website: The City of Washougal's web development team shall determine the design and information to be posted on the City of Washougal's website and social media as it relates to sponsor recognition.

### **SPONSORSHIP PROCESS**

All unsolicited sponsorship proposals shall be referred to the Parks & Cemetery Program Manager, who shall be responsible for their evaluation and processing for review by the Parks Board of Commissioners as to whether the proposal should be rejected or accepted and forwarded to the Washougal City Council.

1. Applicant completes a proposal application outlining asset for sponsorship, proposed name and meaning behind it, dollar amount, requested duration of sponsorship, proposed logo/signage design, sign location, special installation information, and formula used for calculating value.
2. The Parks & Cemetery Program Manager reviews the proposal for completeness and forwards the document to the Public Works Analyst. The Analyst reviews the formula which the Applicant used to calculate value.
3. The proposal is then submitted to the Board of Commissioners for review at the next meeting.
  - a) The Park Board of Commissioners may recommend changes to the proposal that assist with initial approval.
  - b) Proposals under \$10,000 may be rejected by the Board if they do not match the guiding principles of the sponsorship program and the mission or the Washougal Board of Commissioners. The decision of the Board is final. Approved proposals under \$10,000 are processed administratively by City staff.
  - c) Proposals over \$10,000 are forwarded to the City Council for review with either a

- recommendation to approve or reject the proposal. City Council's decision is final.  
Approved proposals over \$10,000 are processed by City staff after approval.
4. Applicants whose proposals are approved will be required to complete a sponsorship agreement.
  5. The Parks & Cemetery Program Manager and/or the General Operations and Maintenance Manager install the proposed sponsorship recognition.

#### **TERMINATING SPONSORSHIPS**

The City of Washougal 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 Washougal Parks Department. Decisions to terminate a sponsorship shall be made by the City Manager or designee.

#### **ETHICAL CONSIDERATIONS ASSOCIATED WITH SPONSORSHIPS**

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

On occasion Washougal Parks Department may need to reject a sponsorship offer. Circumstances under which this may occur include:

- The potential sponsor seeks to secure a contract, permit, or lease.
- The potential sponsor seeks to impose conditions that are inconsistent with Washougal Parks Department's mission, health and recreation objectives, policies, and/or planning documents.
- Acceptance of a potential sponsorship would create a message in conflict with the health and recreation objectives promoted by city parks and sports facilities, e.g., a sponsorship from a tobacco company would infer endorsement of an unhealthy activity.
- The potential sponsor is in litigation with the City of Washougal.

#### **MONITORING AND REPORTING SPONSORSHIP PERFORMANCE**

Fundamental to improving the management and performance of Washougal Parks Department's sponsorship activities is the need for an effective program of review and reporting. Accordingly, the following performance indicators have been established and will be reported upon annually to the Washougal Parks Board of Commissioners and Public Works Analyst for presentation to the City of Washougal Administration and Washougal City Council:

- Number of active sponsorships
- Dollar value of active sponsorships
- Number of sponsorship proposals declined by potential sponsors