

# Department Policy & Procedure



Subject: <b>Sponsorship Policy</b>		Number 060-P 1.5.1
		Date: December 2011
Approved: Christopher Williams	Department: Parks & Recreation	Page 1 of 15

## 1.0 INTRODUCTION

1.1 Seattle Parks and Recreation (Parks) frequently seeks sponsorships with nonprofits, individuals, foundations, private businesses, and corporations to enhance our ability to deliver parks and recreation services.

1.2 Parks often receives offers and requests for sponsorship opportunities from a variety of organizations, including private businesses and corporations, that would like to provide financial support to Parks in exchange for sponsor recognition.

## 2.0 PURPOSE:

2.1 To establish the guidelines and procedures for entering into sponsorship agreements.

2.2 To recognize that sponsorships provide an effective means of generating additional resources to support Parks facilities and programs.

2.3 This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists.

2.4 This policy is not applicable to events authorized by a Special Event 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

3.5 Seattle Parks Foundation

#### 4.0 REFERENCES

4.1 Park and Recreation Naming Policy #060 – P 1.4.1

4.2 Acceptance of Gifts and Donor Recognition Policy #060 – P 2.13.1

4.3 City of Seattle Sign Ordinance

4.4 Partnership Development Policy #060 – P 3.9.2

#### 5.0 POLICY

5.1 It is the Parks' policy to seek sponsorships for its events, services, parks, and facilities from individuals, foundations, corporations, nonprofit organizations, and other entities. The purpose of sponsorships is to increase Parks' ability to maintain facilities, deliver services to the community, and/or provide enhanced levels of service beyond the core levels funded from the City's general fund.

5.2 It is the Parks' policy to provide sponsors with suitable acknowledgement of their contribution. Sponsor recognition will be done in a way that minimizes impacts on the visitor's experience and the visual qualities of the site. Sponsor recognition will not be perceived as creating a proprietary interest.

5.1.1 Corporate sponsorship agreements will exist in accordance with the guidelines and procedures set forth in this policy.

5.1.2 Corporate sponsorships must not detract from the mission and policies of Parks.

5.1.3 Corporate sponsorships will not result in any loss of Parks' jurisdiction or authority.

5.2 In general, the following industries and products are not eligible for corporate sponsorships with Parks: religious and political organizations and companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography.

#### 6.0 DEFINITIONS

For the purpose of this policy the following definitions apply:

6.1 Sponsorship - financial or in-kind support from an individual, foundation, nonprofit, corporation or other entity, for a specific service, program, facility, park or event in return for certain benefits.

6.2 Sponsorship Agreement - the legal instrument that sets out the terms and conditions to which the parties have agreed.

6.3 Advertising – the action of attracting the public's attention to a particular product or service, especially by paid announcements.

6.4 Community Center – a Parks-owned building in which structured and unstructured recreation and cultural activities are provided.

6.5 Corporate Slogan – a word or phrase that may be attached to a corporate name or logo.

6.6 Donation – the provision of in-kind goods and/or money for which no benefits are given in exchange.

6.7 Interpretive Sign – a sign within a park that describes natural, historic, and/or cultural features.

6.8 Facility – any building or structure located on property owned or managed by Parks.

6.9 Logo – a symbol or name used to brand an organization.

6.10 Park – open space owned or managed by Parks for its recreational and/or natural resource values.

6.11 Park Resources – the natural and/or cultural landscape elements within a park.

6.12 Plaque – a flat memorial plate containing information that is either engraved or in bold relief.

6.13 Recognition Benefits – opportunities given to a sponsor to have its name/logo appear on park property or materials for a specified period of time.

6.14 Sign – a structure used to identify a specific park, to convey direction to parks users, and/or to inform them of relevant regulations and other pertinent information

6.15 Temporary Sign – a sign erected for a specified period of time, usually not exceeding 18 months.

6.16 Partnerships and Business Resources (PBR) – a unit of Parks that supports and guides partnership development and contract assistance, including sponsorship agreements and other types of partnership agreements.

6.17 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.

6.18 The Associated Recreation Council (ARC) – a non-profit partner that helps Parks to provide recreation, childcare and other programs to the general public.

## 7.0 GUIDING PRINCIPLES

### 7.1 Sponsorship Proposals

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

1. All sponsorships must directly relate to the intent of the relevant community center or park and its Master Plan, if applicable.
2. Sponsorships cannot be made conditional on Parks' performance.
3. The mission of a sponsorship organization should not conflict with Parks' mission.
4. Sponsorships should provide a positive and desirable image to the community.
5. Sponsorship benefits offered should be commensurate with the value of the sponsorship.

6. Operating costs associated with a sponsor's proposal should not exceed 10% of the value of the sponsorship.
7. Individual sponsors should not limit Parks' ability to seek other sponsors, unless approved by the Superintendent.
8. Recognition benefits to be offered do not compromise the design standards and visual integrity of the park or facility.
9. An evaluation of the potential sponsor and its proposal will include but not be limited to:
  - Products/services offered
  - Company's record of involvement in environmental stewardship and race and social justice
  - Principles of the company
  - Sponsor's rationale for its interest in Parks
  - Sponsor's expectations
  - Sponsor's timeliness or readiness to enter into an agreement
  - Impact on the community and park patron experience where the sponsorship is implemented
  - Impact on the ability of the public to access Parks property, facility and/or programs.
10. All sponsorship proposals that exceed \$500,000 will be approved by City Council.

## 7.2 Recognition of Sponsors

The following principles form the basis of the organizations' recognition of sponsors:

1. Parks encourages sponsorships that enable Parks to further our mission.
2. Recognition of a sponsor will not suggest in any way the endorsement of the sponsor's goods or services by Parks or any proprietary interest of the sponsor in Parks.
3. Any physical form of on-site recognition will be done in such a way that it minimizes impacts on the visitor's experience and visitor use or routine community center/park operations.
4. The form of any on-site recognition will be of an appropriate size and color and will be done in a way that minimizes impacts on the park surroundings or any interpretive message.
5. All sponsorship agreements will be for a designated period of time commensurate with the value of the sponsorship and the life of the asset or improvement being sponsored.
6. Naming of events and/or facilities within a park or community center in recognition of a sponsor is permitted, providing such names are subordinate to the name of the park or the community center, and the naming is consistent with the Parks Naming Policy.
7. The Superintendent may impose additional subject-matter restrictions on advertising, sponsorship and naming rights agreements consistent with applicable law and the use of Parks facilities by citizens of all ages, in particular young children and families.

## 7.3 Naming rights

Where naming is to be offered in recognition of a sponsorship, the sponsorship proposal will first be reviewed by the standing Seattle Parks and Recreation Naming Committee, comprised of one member or appointee of the Board of Park Commissioners, one appointee of the Chair of the City Council committee that considers parks and recreation matters, and one appointee of the Superintendent. If the Naming Committee determines that the proposed request is consistent with existing Seattle Park and Recreation policies and authenticates the supporting information, Parks

will inform the media and post notices at the park and/or facility, and the Project Manager will coordinate communication with the community. The naming committee will take public comments into consideration when making their recommendation to the Parks Superintendent. The Superintendent, after reporting to the Board of Park Commissioners, may accept or reject any proposal.

Upon approving a name for a park or recreation facility, the Superintendent will, within ten days, notify the Mayor, the Chair of the City Council committee dealing with parks and recreation matters, and the City Clerk, at which time the name will become official for the term of the sponsorship agreement.

## 8.0 PROCEDURES & GUIDELINES

These procedures and guidelines are established to ensure all sponsors are treated equitably and appropriately, and to ensure that in recognizing a sponsor's support, the values and purpose of a particular community center and/or park is not diminished. The guidelines and procedures in this policy do not apply to gifts and/or grants for which there is no benefit or recognition.

### 8.1.1 Sponsorship Categories

Sponsorships are appropriate for the following broad types of activities:

- Events – Financial or in-kind support for an event organized by Parks on park property
- Park/Facility Development – Financial or in-kind support associated with the design, construction, repair, and/or improvement of a particular park or recreational or cultural facility. Projects in 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.
- Community Sports Teams – Businesses and merchants may sponsor community sports teams (soccer, softball, etc.) and are not subject to the Sponsorship Policy. The Superintendent must approve any recognition of this sponsorship on park property other than on uniforms.

### 8.1.2 Types of Recognition

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

- A thank you letter
- Publicity through such channels as Parks' website, newsletters, and/or media releases, and through the sponsor's newsletter, annual report and/or website
- Events such as a press conference, photo opportunity, groundbreaking or ribbon cutting ceremony
- Mayoral and/or Council acknowledgement at civic functions
- Commemorative items such as a framed picture or plaque
- Register of sponsors that is accessible to the public either online or at Parks' 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 another facility.

Where on-site recognition is to be provided, types of recognition may include (in most cases sponsorship names and logos cannot be visible to passing motorists, per the Seattle Sign Code):

- Temporary signs, which may include logos, acknowledging a sponsor during the construction or restoration of a particular facility, park or at an event
- Interpretive sign, which may include logos
- Permanent plaque or sign (permanency is limited to the life of the asset or improvement)
- Naming of a particular facility within a community center or park where the sponsorship contributes a minimum of \$250,000 or covers at least 60% of the cost of the particular facility or structure, whichever is greater. The sponsorship contribution cannot include public money.

#### 8.1.3 Determining types of Recognition

Decisions as to the type of recognition to be provided to sponsorships under \$10,000 will be made by each Parks Division. For sponsorships over \$10,000, decisions will be made by the Division Director in consultation with the Partnerships Manager, unless they involve naming of a facility within a community center or park. For sponsorships over \$100,000, decisions will be made by the Superintendent following a recommendation by the Division Director in consultation with the Partnerships Manager. In determining the type and extent of recognition benefit, current market research data will be used to determine the value for each tangible and intangible benefit offered to the sponsor.

#### 8.1.4 Determining Design Standards for Various Types of Recognition

**Design and Location of Temporary Signs and Plaques:** Recognition of a sponsor will be permitted on either a temporary sign or a directional, informative or interpretive sign. In such circumstances the sponsor's name and/or logo will be designed so that it does not dominate the sign in terms of scale or color. The Partnerships Manager, in consultation with the Communications Manager, will determine approval of a sponsor's name and/or logo on signs. Likewise, the Partnerships Manager will approve the design and content of plaques, in consultation with the Communications Manager and Parks Resources staff.

The site of temporary signs and plaques will be determined jointly by the Partnerships Manager and Park Resources and Planning and Development staff. In the event consensus cannot be reached, the Superintendent will make the final decision.

Signs must be affixed in a way that minimizes wear and tear on Parks facilities. All sponsorship agreements will specify terms of maintenance of signs and require that the signs be removed at the end of the agreement.

**Design and Location of Sponsorship Boards:** The Partnerships Manager and Parks Resources staff, in consultation with the Communications Manager, will determine the design of sponsorship boards. In developing a suitable design, Parks will consider a format that allows for the recognition of sponsors using small name plates, plaques or tiles so sponsor details can be added or removed easily.

The Partnerships Manager, in coordination with staff from Recreation and Planning and Development, will determine the location of sponsorship boards within facilities. In the event that consensus cannot be reached, the Superintendent will make the final decision.

The type, location, size, design, content and duration of any advertising, or sponsor recognition must meet City of Seattle Sign Code 18.12.050 and Land Use Code Chapter 23.55, and will be specified in the contract, permit or agreement and if applicable Land Use Code Chapter 23.66

(Special Review Districts). In most cases sponsorship names and logos cannot be visible to passing motorists.

Design and Information Requirements for Website: The Partnerships Manager, in consultation with the Parks Public Web Manager and the Communications Manager, will determine the design and information relating to sponsor recognition to be posted on Parks' website.

Freestanding billboards are not allowed in Parks facilities.

Neon signs and light boards for outdoor areas at parks and recreation facilities are not allowed.

## 9.0 SPONSORSHIP AGREEMENT

All sponsorship offers will be the subject of a sponsorship agreement. An example of such an agreement is attached.

## 10.0 SPONSORSHIP PROCESS

To facilitate an integrated approach to the establishing and managing sponsorships, in October each year, the Partnerships Unit, in consultation with all Parks managers and the Executive Director of the Associated Recreation Council (ARC), will develop a sponsorship plan that includes a prioritized sponsorship opportunities list ("list") for the purpose of soliciting sponsorships for the upcoming year.

This list will be approved by Parks Executive Team and the Superintendent will communicate it to the Seattle Parks Foundation and the Board of Park Commissioners.

### 10.1 Proposals under \$10,000

The development of sponsorship proposals and the procurement of a sponsor for proposals identified on the list that are less than \$10,000 will be handled by each Parks division.

#### 10.1.2 Proposals over \$10,000

All sponsorship proposals over \$10,000 will be referred to the Partnerships Manager, who will be responsible for their evaluation and for making a recommendation to the appropriate Parks Division as to whether the proposal should be accepted or rejected.

10.1.3 Upon securing a sponsor, staff will consult with the Business Resources Manager to execute the necessary sponsorship agreement and benefits recognition provisions.

10.1.4 Ongoing administration of the sponsorship agreement and the management of the sponsor's relationship with Parks will be the responsibility of the division securing the sponsorship, in consultation with the Partnerships Unit.

10.1.5 To ensure a consistent and coordinated approach, before contacting a potential sponsor, Parks staff will:

1. Consult with the Partnerships Manager on the content and layout of the proposal document, recognition benefits to be offered, and the organizations, companies, and/or individuals to be approached.
2. Submit the sponsorship proposal to the Partnerships Manager for approval.

3. The Partnerships Manager and other appropriate Parks staff will consult with the Associated Recreation Council (ARC), individual Advisory Councils, and other partners, on aspects of the sponsorship that might have an impact on their operations or programs.
4. Staff will utilize the attached Sponsorship Criteria and Assessment Form PRIOR to implementing any Sponsorship Agreements.

## 11.0 TERMINATING SPONSORSHIPS

Parks reserves the right to terminate any sponsorship should conditions arise during its that results in conflict with this policy or the sponsorship no longer serving Parks' best interests. The Superintendent will make the decision to terminate a sponsorship.

## 12.0 ETHICAL CONSIDERATIONS

Sponsorships are an important way in which Parks 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. Prior to implementing any Sponsorship Agreements, staff will utilize the attached Sponsorship Criteria and Assessment Form.

12.1 On occasion, Parks may need to reject a sponsorship offer. Circumstances under which this may occur include but are not 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' mission, values, policies, and/or planning documents.
- Acceptance of a potential sponsorship would create a conflict of interest or policy, e.g., a sponsorship from a tobacco company.
- The potential sponsor is in litigation with the City of Seattle.

## 13.0 MONITORING AND REPORTING SPONSORSHIP PERFORMANCE

Fundamental to improving the management and performance of sponsorship activities is an effective program of review and reporting.

13.1 The following performance indicators will be reported upon annually to the Board of Park Commissioners and City Council:

- Number of active sponsorships
- Dollar value of active sponsorships
- Types of sponsorships
- Description of a sampling of the sponsorships, including benefits provided to the sponsor and public benefits
- Impacts on public use of Parks property, facility and/or programs.

## 14.0 SPONSORSHIP CONTRACT DEVELOPMENT AND EXECUTION

All successful sponsorship proposals will require a sponsorship contract to be negotiated and developed between the sponsor and the Partnership and Business Resources Manager. Any sponsorship agreement proposed for more than one year will require legislation.

ATTACHMENT: Sponsorship Criteria and Assessment Checklist (begins on page 9)



### SPONSORSHIP CRITERIA AND ASSESSMENT CHECKLIST

The following are key analytical questions that will assist the Parks Department in deciding whether or not to pursue a particular Sponsorship, and can help in negotiating a formal Sponsorship agreement. The criteria fall into four categories: 1) how the proposed Sponsorship aligns with established department mission, values and policies; 2) Types of benefits the proposed Sponsorship will provide the department and/or the public; 3) budget considerations; and 4) community relations.

#### Pre- Implementation Key Analytical Questions

<b>1. Alignment with department mission, values, and policies</b>	Summary response	Go/No-go	
Does the proposed Sponsorship: a. Support the department's mission and priorities? If yes, how?			
b. Assist the department in achieving the goals of the Strategic Action Plan?			
c. Align with DPR policies? Recommended policies to review: Sponsorship Policy; Department Use Management Guidelines (#7-13-01-00 to 7-13-01-12 in the Policy and Procedures Manual); Seattle Department Park Codes SMC 18.10; Public Involvement Policy/Process; Concession Policy; Naming Policy; Donation Policy;; and Park Classification Policy; Fees and Charges Policy d. Align with the Joint Use Agreement with Seattle School District? e. Take in to consideration the Race and Social Justice Initiative? Use of RSJI Tool Kit? f. Contribute to the department's environmental stewardship goals?			
<b>2.Benefits to the Department and the Public</b>	Summary Response	Go/No-go	
Will the proposed Sponsorship: a. Increase public access to parks, facilities or programs?			

<ul style="list-style-type: none"> <li>- Lower user fees</li> <li>- Increase operating hours</li> <li>- Add programs/services</li> </ul>			
<p>b. Help meet the needs and interests of underserved and/or diverse populations; add new user groups?</p> <ul style="list-style-type: none"> <li>- increase variety of programs/services</li> <li>- increase capacity that will expand access by diverse user groups</li> </ul>			
<p>c. Improve quality of programs/services?</p> <ul style="list-style-type: none"> <li>- physical improvements or added amenities to facilities, parks, athletic fields, etc. How will these be maintained?</li> <li>- increase safety</li> <li>- enhance quality of current program/services</li> </ul>			
<p>d. Other benefits to the public and/or department?</p>			

<b>3. Budget Considerations</b>	Summary Response	Go/No-go	
<p>Does the proposed Sponsorship:</p> <p>a. Provide a financial benefit to the department?</p> <ul style="list-style-type: none"> <li>- bring in additional revenue</li> <li>- potentially reduces department operating, maintenance or capital costs</li> </ul>			
<p>b. Compliment efforts by other department partners, including Seattle Parks Foundation and Associated Recreation Council?</p>			
<p>c. Align with CIP?</p>			

d. Leverage existing resources?			
e. Potentially increase or decrease the department's legal liability?			

<b>4. Community Relations</b>	Summary Response	Go/No-go	
Does the proposed Sponsorship:			
a. Have the potential for controversy? Why or why not?			
b. Have the potential of being perceived as commercialization of parks without offsetting public benefits? Why or why not?			
c. Require a public involvement process? If yes, how and by whom? How will public feedback be collected and measured?			
d. Require a marketing or communications plan? If yes, please describe.			
e. Have the potential for negative impact to the neighboring community (ies)? - Increased traffic, noise, or reduced available parking			

f. Have the potential to adversely impact parkland or current use of park or a facility, or result in significant change of use?			
<b>Other Considerations</b>	Summary Response	Go/No-go	
Will this proposal require review and approval? a. If Sponsorship agreement results in significant change of use or activity in a park, or significant commitment of resources by the City, it needs review by the Parks Board of Commissioners, and Mayoral and City Council approval. b. Law department reviews agreement templates for recurring contractual Sponsorships or unique language for non-recurring contractual Sponsorships			

NOTE: If any of the responses to any of the Analytical Questions 1-3 are a resounding “No-go” then the proposal is deemed unacceptable. If the majority of responses to Analytical Question 4 are a “Yes”, then the proposal is deemed unacceptable. However, Sponsorship proposals which are not initially approved can be renegotiated and submitted to department staff for reconsideration. If staff and a potential partner cannot reach agreement, the proposed Sponsorship will be reviewed by the appropriate Division Director, in consultation with the Major Parks and Partnerships Senior Manager. If necessary, the Superintendent will make the final decision whether or not to accept the Sponsorship proposal.

**Implementation and Performance Assessment**

**1. If the Sponsorship Proposal is approved, then staff will work on a Sponsorship Agreement. The following are key considerations and parameters in the agreement:**

- Will it be a pilot and/or short term agreement?
- Are we looking at a long term commitment? If so then staff needs to work on legislation for City Council Consideration.
- What are the measurable deliverables of the parties?
  
- What type(s) of recognition and length of recognition is expected? Staff must consult the Sponsorship Policy for guidance.

- Are there appropriate Termination and Indemnification clauses in place?

## 2. Performance measures

a. Pilot or idea implemented in accordance with department policies, the proposed schedule, expected outcomes, and managed effectively:

- Were required contracts with potential partner/sponsor (s) executed, including all required documentation, prior to actual implementation?
- Did implementation of the Sponsorship occur in the expected number of department facilities (i.e., for banners at indoor pools-- at least 5 out of 7 indoor pools)?
- Was the Sponsorship implemented on time?
- Was the Sponsorship implemented in a way that made the best use of existing resources?
- Is there a clear point person established to monitor this program and interact with potential partner/sponsor?
- Are there management tools in place to track revenues and expenses?
- Are there effective communication tools in place to inform, coordinate and disseminate information about the status of the project and facilitate action items that are needed to resolve issues as they come up?
- Were the terms and conditions of the agreement between the potential partner/sponsor and parks met and to the satisfaction of both parties?

b. New earned income:

- Does this Sponsorship bring in new income to the dept not previously received?
- Does this Sponsorship achieve revenue and expense reduction expectations?

c. Positive cost recovery:

- Does the Sponsorship result in more income than the cost of implementation? What were the costs associated with implementation?
- What are the costs associated with operation?
- What are the new maintenance costs associated with implementation?

### **3. Post- Implementation Sponsorship Assessment Questions.**

**It is important to monitor ongoing Sponsorships and evaluate their success. Following are some key questions to help with this evaluation.**

#### 1. Benefits

Did the Sponsorship result in expected benefits to the department and/or the public?

- Were the desired goals achieved? Are there positive measurable outcomes? Is there data to support outcome achievement?
- Have overall expectation and goals of dept. staff been satisfied?
- Were the terms and conditions of the Sponsorship agreement between the potential partner/sponsor and parks met and to the satisfaction of both parties?

#### 2. Cost Benefit

- Did this Sponsorship bring in new income to the department?
- Did this Sponsorship achieve revenue and expense reduction expectations?
- Did this Sponsorship result in added short or long term costs to the department?
- Did this Sponsorship result in added or decreased liability to the department?

#### 3. Public feedback

- What level of public feedback has been received? (i.e., complaint boxes, rec. coord feedback, informal survey, etc.)
- Are the majority of park users supportive, or conversely, gave no substantial negative feedback about the proposal?

#### 4. Internal customer expectations met and are satisfied with idea

- Have overall expectation and goals of dept staff been satisfied?

### **Recommendation/next step**

- Discontinue Sponsorship Agreement
- Continue Sponsorship Agreement