



Liberty Parks & Recreation Sponsorship Program

I. STATEMENT OF NEED

The mission of Liberty Parks and Recreation Department (LPR) is “Creating Community Connections”. In the furtherance of this mission, LPR seeks partnerships with local businesses to enhance park facilities and generate revenue that subsidizes the costs associated with the operation of recreation programming and special events. In order to maintain equity among advertising and sponsorship opportunities as well as to ensure that the image of the Department remains positive, guidelines must be established with regard to partner approval, partnership agreements, and limitations on the quantity and type of advertising opportunities available.

II. AUTHORITY AND RESPONSIBILITY

Liberty Parks and Recreation Board is responsible for the care and custody of the parks system and control of the revenues credited to the Park Fund. In addition, the Board has the responsibility to develop policies and procedures for the operation of the Department and its programs and services.

III. STATEMENT OF PHILOSOPHY

The Liberty Parks and Recreation Board supports the principle that partnerships are an important tool for the Department that can be used to enhance and broaden the image and reach of the Department and its services as well as generate revenue. Revenues collected through sponsorships such as park amenity sponsorships, team sponsorships, and advertisements are used to enhance the experience of park users and to reduce costs to recreation program users. Sponsors receive an advertising benefit from their association with LPR and its facilities, events and programs. The Board desires to limit advertisers only to those businesses that will enhance the positive image of LPR.

IV. PARTNERSHIP CRITERIA AND APPROVAL

Partnership Criteria. At a minimum, the following criteria shall be taken into consideration in determining partner compatibility when evaluating a partnership proposal; in all cases, the Director and/or the Park and Recreation Board as outlined herein will have the prerogative to accept or reject a potential partnership:

- a. The compatibility of the potential partner's products, customers and promotional goals with LPR mission;
- b. The potential partner's past record of involvement in community and community projects;
- c. The desirability of association – the image;
- d. The timeliness or readiness of the potential partner to enter an agreement.
- e. The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the potential partner.
- f. The operating and maintenance costs associated with the partnership.
- g. For youth-oriented and facility-based opportunities, LPR shall exclude those establishments purveying goods and services for purchase only for customers aged 18 and older. Additionally, ads promoting alcohol, tobacco and firearms are prohibited from partnership opportunities with youth oriented programs.
- h. Political advertisements, defined as those partnerships promoting a particular candidate, political affiliation, or political position regardless of the timing of a ballot issue, shall be expressly prohibited. This restriction shall not prohibit a person appointed or elected to office from partnering with the department to promote a business they may own or operate.
- i. Partner Approval: The LPR Director, or his designee, will review the proposed partnership to confirm/determine whether the Sponsor meets the adopted restrictions, standards and guidelines set forth in this policy. The Director shall have the authority to approve all sponsorship proposals with an individual or cumulative annual value of up to \$10,000. Sponsorship proposals exceeding \$10,000 are subject to approval of the Liberty Parks and Recreation Board.

V. SIGNAGE AND MESSAGE

Message Content. Sponsorships on City property are maintained as a nonpublic forum. The City intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages. The City may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship recognition message. The City will not deny sponsorship opportunities on the basis of the potential sponsor's viewpoint.

Permissible Recognition Messages. Sponsorship recognition messages placed on City property or in City media may identify the sponsor but should not promote or endorse the organization or its products or services. Statements that advocate, request a response, or contain comparative or qualitative descriptions of products, services, or organizations will not be accepted. Only the following content will be deemed appropriate:

- a. The legally recognized name of the advertising organization.
- b. The advertiser's organizational slogan if it identifies rather than promotes the organization or its products or services.
- c. The advertiser's product or service line, described in brief, generic, objective terms.

- d. Brief contact information for the advertiser's organization, such as phone number, address, or Internet website.
- e. Contact information must be stated in a manner that avoids an implication of urging the reader to action.
- f. The City of Liberty will not make any statements that directly or indirectly advocate or endorse a sponsor's organization, products, or services.
- g. No materials or communications, including, but not limited to, print, video, Internet, broadcast, or display items developed to promote or communicate the sponsorship using LPR's name, marks, or logo, may be issued without written approval from the LPR Director.
- h. All signs will comply with the rules set forth in the Unified Development Ordinance of the City of Liberty, ARTICLE XIV. – SIGNS.

VI. PARTNER AGREEMENTS

Partnership Documentation: All partnerships shall be commemorated in writing using an agreement form that includes:

- a. Business name and address
- b. Contact person with contact information
- c. Partnership opportunity details and responsibilities
- d. Logo use and requirements
- e. Cost of opportunity
- f. Beginning date and expiration of specific opportunity
- g. Official signatures

Returning Partners: Partners in good standing with the department desiring to renew their association with an event or program shall have the first opportunity to secure the renewal prior to the partnership opportunity being opened to new potential partners.

Customized Sponsorships: The City reserves the right to enter into customized sponsorships that may limit availability of some non-exclusive categories of sponsorship listed above. If such an opportunity should present itself, businesses engaged in similar occupations may be invited to submit a proposal for comparison. The City shall elect to enter into an agreement with the proposal deemed to be in the best interest of the City.

VII. PARTNERSHIP OPPORTUNITIES

Special Event Sponsorships: Special Event sponsorships may include the sponsor's name on event advertising, schedules, t-shirts, banners and Web based media. The cost of the special event sponsorship will be based on the anticipated size of the event, level of participation, and the market rate for such sponsorships.

Park Sponsorships: The Parks Partner Program provides opportunities for sponsorships of new park facilities and amenities such as playgrounds, trails, shelters, flowerbeds, and other park enhancements. The cost of the sponsorship will include the total cost of the purchase and installation of the facility or amenity. These sponsorships will be recognized with an appropriately scaled sign with the partner's name and logo (if applicable) prominently placed on or near the facility or amenity.

Facility Banner Sponsorships: Facility sponsorships are available in the form of advertising banners. Banners may be displayed at the sponsored facilities and are sold for display for the entire outdoor sports season (spring through fall). The cost of the banner program shall be set based on the sum of the cost of a standardized banner and the market rate display fee.

League and Team Sponsorships – Youth Sports Leagues: The Youth League Team Sponsorship may include the sponsor's recognition section of the Web site. The cost of the youth team or league sponsorship will be based on the number of participants and the market rate for such sponsorships. Only those businesses considered to be youth league friendly may sponsor a youth team or league.

League Sponsorships – Adult Sports Leagues: The Adult League Sponsorship may include the sponsor's name on league advertising, seasonal schedules, team standings, and other Web-based league information. The cost of the adult team sponsorship will be based on the market rate for such sponsorship. A wider array of businesses is eligible for sponsorships as this league is held for adults only.

Tournament Sponsorships: Tournament sponsorships may include the sponsor's name on tournament advertising, trophies, schedules, standings, t-shirts and other Web based tournament information. The cost of the tournament sponsorship will be based on the level of tournament qualification, level of participation, and the market rate for such sponsorships. A wide array of businesses is eligible for sponsorships with both youth and adult tournaments.

Senior Services Sponsorships : May include multiple levels including but not limited to: special events held at the Liberty Silver Center, distribution of promotional materials in the senior center, e-newsletter recognition, educational session presentation, businesses' sign in the Liberty Access Bus. The cost of the sponsorship will be based on the number of participants, impressions, and the market rate for such sponsorships.

VIII. POLICY REVIEW

The Liberty Parks and Recreation Board will review this Policy every three years, or more often as necessary to ensure the best possible service to the public.