

PARKS AND RECREATION DEPARTMENT SPONSORSHIP POLICY

1. Introduction

Parks and Recreation is a department of the Town of Mammoth Lakes whose services are primarily funded from the Town's general fund. In recent years demands upon services and subsequently costs have increased, a trend that is expected to continue for the future. To maintain and enhance the many camps, programs, events and facilities offered by the Parks and Recreation Department, the Town is actively seeking to establish alternate revenue streams that will increase its ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the Town's general fund. One of the alternate funding sources being pursued is sponsorship.

2. Policy Statement

It is the policy of the Parks and Recreation Department to actively seek sponsorships for its events, services, parks, and facilities from individuals, foundations, corporations, non-profit organizations, service clubs, and other entities. The purpose of such sponsorships is to increase the department's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the Town's general fund.

In appreciation of such support, it is the policy of the Parks and Recreation Department to provide sponsors with suitable acknowledgement of their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the Town's parks, facilities, and services. In addition, such recognition shall not detract from the visitor's experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.

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.

3. Definition of Sponsorship

Sponsorship is an investment in cash and/or in kind, in return for access to exploitable business potential associated with an event or worthwhile cause.

4. Guiding Principles

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

- Sponsorship will relate to the intent/purpose of the facility, park or program being sponsored.
- Sponsorships will not result in any loss of Town of Mammoth Lakes jurisdiction or authority.
- The mission of a sponsorship organization should not conflict with the mission of the Parks and Recreation Department.

- Sponsorships cannot be made conditional on the performance of the Parks and Recreation Department or Town of Mammoth Lakes.
- Sponsorships provide a positive and desirable image to the community.
- Sponsorship benefits offered should be commensurate with the relative value of the sponsorship.
- Operating costs associated with the sponsor's proposal should not exceed 10%.
- Individual sponsorships which do not limit the department's ability to seek other sponsors are preferred.
- Recognition benefits to be offered do not compromise the design standards and visual integrity of the park or facility.
- An evaluation of the potential sponsor which shall include but 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 Town of Mammoth Lakes Parks and Recreation
 - Sponsor's expectations
 - Sponsor's timeliness and/or readiness to enter into an agreement

Organizations are not eligible for sponsorship if they relate to any of the following:

- Companies whose business is substantially derived from the sale of alcohol, tobacco, marijuana, firearms or pornography.
- Organizations with noncommercial messages, such as religious or political institutions.
- Any business regarded as an "Adult" business.
- Any depiction which gives the appearance or impression that a product or business is endorsed or recommended by Town or its officers, agents, or employees.
- Sponsorship will create a conflict of interest or policy with the Town.

5. Sponsorship Categories

Sponsorships are appropriate for the following broad types of activities and required approvals:

- A. Events – financial or in-kind support for an event organized by the Parks and Recreation Department on Town-owned or managed property. Examples include: Community Easter Egg Hunt and Play Day, Halloween Skate Party, or Skate with Santa.
 - Approval: Parks and Recreation Director/Recreation Manager or designee
- B. Program Delivery – financial or in-kind support that facilitates the ongoing delivery of a particular town-wide or site-specific program. Examples include: T-shirt sponsor program, scoreboard, or board banner program at the multi-use facility.

- Approval: Parks and Recreation Director/Recreation Manager or designee
- C. Park/Facility Development – financial or in-kind support associated with the design, construction and operation or maintenance of a particular park or recreational or cultural facility. This category typically includes sponsorships (cash or in-kind) for approx. \$100,000 or less for more than several calendar days, and typically less than one year. This level could be contingent upon jurisdictional partner approval. Examples include: room or equipment sponsorship (ice groomer).
 - Approval: Parks and Recreation Director/Recreation Manager or designee
- D. Naming Rights - A significant sponsorship (approx. \$100,000 or greater) that will add considerable value to the Town of Mammoth Lakes park and recreation system. Can include the naming of a new or existing park and/or recreation facility for a period of typically one year or more. This level could be contingent upon jurisdictional partner approval. As a guideline, the threshold for considering the naming of a park and/or recreational facility will typically include one or more of the following:
 - Land for the majority of the park was deeded to the Town by the sponsor.
 - Contribution by the sponsor of greater than 50% of the capital construction costs associated with developing the park/recreational facility.
 - Provision of a minimum 10-year agreement with the sponsor for the continued maintenance and/or programming of the park/recreational facility.
- Approval: Town Council, with recommendation from Recreation Commission.

6. Authority Levels

The Town of Mammoth Lakes possesses sole and final decision-making authority for determining the appropriateness of a sponsorship. Unless a sponsorship opportunity requires Town Council approval, the Town shall act through its Parks and Recreation Director, or designee(s). The Town reserves the right to refuse any offer of sponsorship.

7. Recognition of Sponsors

These 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 values and purpose of a particular community facility and/or park is not diminished. The guidelines contained within this policy do not apply to gifts and/or grants (donation) for which there is no benefit or recognition.

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

- The Parks and Recreation Department appreciates all sponsorships that enable it to further its mission.

- In recognition of a sponsor's contribution, preference will be given to providing a form of recognition that is not displayed within parks.
- Recognition of a sponsorship shall not suggest in any way the endorsement of the sponsor's goods or services by the Parks and Recreation Department, or any proprietary interest of the sponsor in the Town of Mammoth Lakes.
- Any physical form of on-site recognition shall not interfere with visitor use or routine camp, program, event and facility operation.
- 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.
- All sponsorship agreements will be for a defined period of time relative to the value of the sponsorship and the life of the asset being sponsored.
- 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.

8. 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 Parks and Recreation Department website, newsletters, and/or media releases, and through the sponsor's corporate newsletter, annual report, and/or website.
- Events such as a press conference, photo opportunity, ground breaking or ribbon cutting ceremony.
- Mayoral and/or Commissioner acknowledgement at civic functions.
- Commemorative items such as a framed picture or plaque.
- Acknowledgement on printed materials such as recreational brochures
- Inclusion of the individual's name or company name and logo on a sponsorship recognition wall at a Parks and Recreation facility.
- 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 (to the extent permitted by the Town's sign ordinance)
 - Interpretive sign, which may include the use of logos (to the extent permitted by the Town's sign ordinance)
 - Permanent plaque or sign (permanency is limited to the life of the asset).
 - Naming of a particular facility on Town-owned or managed property

9. Determining Types of Recognition

Decisions as to the type of recognition including any signage, products or logo placement to be provided to a Level A, B and C sponsor will be determined by the Parks and Recreation Director/Recreation Manager or designee. Level D sponsorship recognition will be approved by Town Council with a recommendation from the Recreation Commission.

10. Sponsorship Agreement

All sponsorships shall memorialized in a sponsorship agreement.

11. Sponsorship Process

All proposals for sponsorship must be submitted in writing to the Parks and Recreation Director/Recreation Manager or appointed designee.

12. Terminating Sponsorships

The Parks and Recreation Department 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 if the sponsorship is no longer in the best interests of the Town of Mammoth Lakes. Decisions to terminate a sponsorship shall be made by the Parks and Recreation Director/Recreation Manager or appointed designee.

13. Ethical Considerations Associated with Sponsorships

Sponsorships are an important way in which the Parks and Recreation 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 the Parks and Recreation 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 the Parks and Recreation Department's 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 Town of Mammoth Lakes

14. Monitoring and Reporting Sponsorship Performance

Fundamental to improving the management and performance of the Parks and Recreation 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 Recreation Commission and to Town Council as needed:

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

15. Definitions

For the purpose of this policy the following definitions apply:

Advertising – the activity of attracting the public’s attention to a particular product or service.

Amenity - a desirable or useful feature or facility of a building or place.

Community Center – a building in which structured and unstructured recreational and cultural activities are provided.

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

Donations – the provision of in-kind goods and/or money for which no benefits are sought.

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

Facility – any building or structure that is located on property owned or managed by the Town of Mammoth lakes

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

Park – open space owned or managed by the Town of Mammoth Lakes for recreational and/or natural resource values.

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

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

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

Sign – a structure that is used to identify a specific park, to convey directions to park users, and/or to inform them of the relevant regulations and other pertinent information.

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

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

Temporary Sign – a sign that is erected for a known period of time, usually not exceeding 12-18 months (to the extent permitted by the Town’s sign ordinance).