



CITY OF ASHLAND  
PARKS AND RECREATION COMMISSION  
ADOPTED POLICIES

## **ADVERTISING AND SPONSORSHIP POLICY**

### **INTRODUCTION**

The Ashland Parks and Recreation Commission (APRC) welcomes partnership opportunities and sponsorships that enhance our ability to deliver parks and recreation services. It is our policy to actively seek sponsorships for events, services, parks and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs and other entities that support the mission and goals of the APRC.

This policy sets guidelines for entering into sponsorship and advertising agreements.

### **PURPOSE**

This policy increases APRC's ability to deliver services to the community and provide enhanced levels of service beyond core levels funded from the City of Ashland general fund.

In appreciation of such support, it is the policy of the APRC to provide suitable acknowledgement for sponsors' contributions. Such recognition shall adhere to the aesthetic values and purposes of the APRC's parks, facilities and services and shall not detract from other visitors' experiences nor violate any other adopted administrative or legislative policy.

### **AUTHORITY**

The APRC Director or designee will make final decisions for sponsorship agreements, monetary and/or equipment donations with a cash value of less than \$10,000. Requests for all naming rights and sponsorship agreements and monetary and/or equipment donations that exceed \$10,000 will be forwarded to the Ashland Parks and Recreation Commission for consideration and final decisions.

### **CRITERIA FOR APPROVAL**

Potential sponsors must demonstrate their compliance with the following criteria:

1. That an appropriate affiliation exists between the potential sponsoring organization, its mission and management with APRC's associated mission to provide and promote recreational opportunities and preserve and maintain public lands.
2. That the potential sponsoring organization is ready, both financially and organizationally, to enter into an agreement with APRC at the time of approval by the Commission.
3. That the potential sponsor has a positive record of responsible stewardship.
4. That associated start-up and maintenance costs of the project can be supported by the proposed budget.
5. That all requests are based on a need established by the APRC.
6. That the potential sponsoring organization's business is not substantially derived from any of the following activities:
  - i. The sale of alcohol, tobacco, firearms, intoxicants or pornography.
  - ii. Religion or politics.
  - iii. "Adult only."
  - iv. Products or businesses that are, or appear to be, in conflict with the mission or policies of the APRC.
  - v. Products or practices that are illegal.
  - vi. Products or businesses that would create a clear conflict of interest between APRC, its officers, agents or employees.

### **RECOGNITION OF SPONSORS**

The following principles form the basis of recognition for sponsors:

1. APRC appreciates all sponsorships that enable it to further its mission.
2. In recognition of sponsors' contributions, preference will be given to providing a form of recognition that is not displayed within parks.
3. Recognition of sponsorship shall not suggest in any way the endorsement of sponsors' goods or services by APRC, or any proprietary interest of the sponsor in APRC.
4. All sponsorship agreements will be for a pre-defined period of time or life span of the asset or program being sponsored, whichever comes first.

### **TYPES OF RECOGNITION**

Sponsors will be provided with a level of recognition 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:

1. A thank you letter.
2. Publicity through APRC's website, newsletters and/or media releases.
3. Events such as a press conference, photo opportunity, groundbreaking or ribbon-cutting ceremony.
4. Acknowledgement at civic functions.
5. Commemorative items such as a framed picture or plaque.
6. A register of sponsors that is publicly accessible online.
7. Acknowledgement on printed materials such as recreational program catalogs.

**WHERE ON-SITE RECOGNITION IS TO BE PROVIDED, TYPES OF RECOGNITION:**

1. Temporary signs, which may include the use of logos, acknowledging a sponsor during the construction and/or restoration phases of a particular facility, park or event.
2. Interpretive signs, which may include the use of logos.
3. Plaques or signs (limited to the life span of the asset).
4. Naming of a particular facility within a community center or park where a need has been established by APRC and the sponsorship covers the majority (>60%) of the cost of the facility. On-site recognition proposals should fit within current signs, plaques and memorials policy, be reviewed by the Signs and Plaques Subcommittee and/or be approved by the APRC.

Approved: August 31, 2015 by motion