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**TITLE: Sponsorship Policy****EFFECTIVE DATE: 10/1/2019****REFERENCE NUMBER: MK002****CAPRA STANDARD(S): 5.1.4****NEXT REVIEW DATE: 10/1/2022****RESPONSIBLE AUTHORITY: Director****PAGES: 5**

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**PURPOSE**

NB PARD seeks sponsorships to enhance park facilities and generate revenue that subsidizes the costs associated with the operation of recreation programming and special events. Sponsorships include donations of money or materials and in-kind services in trade of logo or company name to be used for marketing or philanthropic purposes.

**POLICY**

NB PARD supports the principle that sponsorships are an important tool 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 special event sponsorships, program 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 NB PARD and its facilities, events and programs. The Department desires to limit advertisers only to those businesses that will enhance the positive image of NB PARD.

**SPONSORSHIP CRITERIA**

At a minimum, the following criteria shall be considered in determining sponsor compatibility when evaluating a proposal; in all cases, the Director and/or the City Manager will have the prerogative to accept or reject a potential sponsorship:

- a. The compatibility of the potential sponsor's products, customers and promotional goals with NB PARD mission.
- b. The potential sponsor'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 sponsor 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 sponsor.

- f. The operating and maintenance costs associated with the sponsorship.
- g. For youth-oriented and facility-based opportunities, NB PARD 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 sponsorship opportunities with youth-oriented programs.
- h. Political advertisements, defined as those sponsorships promoting a 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.

## **SPONSORSHIP APPROVAL**

The NB PARD Director, or designee, will review the proposed sponsorship to confirm/determine whether the sponsor meets the adopted restrictions, standards and guidelines set forth in this policy. Application shall be approved in accordance with the following procedures and guidelines:

- Sponsorship agreements projected to generate \$25,000 or more requires the approval of the City Manager, who shall inform the City Council.
- Sponsorship agreements projected to generate less than \$25,000 requires the approval of the NB PARD Director.

At the discretion of the City Manager, any proposed sponsorship agreement may be referred to the City Council for approval.

## **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.

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.

The following guidelines will be used to develop sponsor messages:

- 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 New Braunfels 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 NB PARD's name, marks, or logo, may be issued without written approval from the NB PARD Director.
- h. All signs will comply with the rules set forth in the Unified Development Ordinance of the City of New Braunfels, Chapter 106 – SIGNS.

### **PARTNER AGREEMENTS**

Sponsorship Documentation: All sponsorships shall be commemorated in writing using an agreement form that includes:

- a. Business name and address
- b. Contact person with contact information
- c. Sponsorship 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 Sponsors: Sponsors 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 sponsorship opportunity being opened to new potential partners. Renewals rates will be based on the current rates.

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.

### **SPONSORSHIP OPPORTUNITIES**

Sponsorships that requires permanent use of sponsor name and/or logo must be approved by City of New Braunfels City Council. The cost of the sponsorships will be based on the cost of the event, activity or site, the level of participation, and the market rate for such sponsorships.

Sponsorships are appropriate for five broad types of department activities and places:

1. 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.
2. Project Sponsorships: Project sponsorship is financial or in-kind support of a specific department project which is usually a one-time effort. Results often include a product being developed for the department and for the public (e.g. department facility map, master plan for a park). Depending upon the details of the agreement, the sponsor's name and logo could be attached directly to the product and other marketing opportunities as available.
3. Program Sponsorships: Program sponsorship is financial or in-kind support of a department led program for the public. A program includes a series of ongoing activities (e.g., youth sports leagues, fitness classes, or summer camp) organized by the department. Recognition of the sponsor may continue throughout and even after the program's duration. Depending upon the details of the agreement, a sponsor's name can be associated directly with the program (e.g. "Frost Bank Movies in the Park") and other marketing opportunities as available.
4. Site Sponsorship: Site sponsorship is financial or in-kind operating support of a specific department place or feature (e.g. Disc Golf Course, Splash Pad, Dog Off-Leash Area, and a new Playground). Marketing opportunities and recognition of the sponsorship are negotiated in the agreement. The agreement will be finalized by the Director. Any site sponsorships that include naming opportunities will need to comply with the Parks and Recreation Park Naming Guidelines and seek approval from the City Council.
5. Tournament Sponsorships: Tournament sponsorships may include the sponsor's name on tournament advertising, trophies, schedules, standings, t-shirts and other web-based tournament information.

## **PROCEDURES**

Interested sponsors are encouraged to contact the department at any time to discuss a potential sponsorship. If initiated by the potential sponsor, the procedure is:

- Meeting with assigned department staff
- Sponsorship drafted with levels of sponsorship, benefits to the department, and program details evaluated.
- Sponsorship draft evaluated against policies.
- Approval by the Director/City Manager and/or recommendation to City Council.

At times, the department will issue requests for sponsorship through various media, such as direct mail, website, or publications. If initiated by the department, the procedure is:

- Staff will draft a list of potential sponsors for the Director's review that would be considered the target market for the specific sponsorship opportunity. This review will help to avoid repeat

solicitation efforts in a short period of time.

- Staff will then contact potential sponsors to discuss sponsorship opportunities, therefore establishing business relationships with companies that directly relate and would benefit from sponsoring a particular program or project. Staff will prepare materials for the Director's approval (sponsorship packet, web address, etc.) to distribute to potential sponsors.
- Staff will update the Director on the progress of the solicitation efforts and will inform the Director if needed to follow up directly with a potential sponsor based on the staff interaction.
- Once a potential sponsor expresses interest in sponsoring a program or event, staff will finalize sponsorship agreements. If the sponsorship amount exceeds \$25,000, then the Director will notify the City Manager, and will move forward with the process under the City Manager's direction.
- The Director, or designee, will track contact information for local sponsors, which sponsors have been contacted, when and by whom, as well as sponsorships that have been finalized.

#### **POLICY REVIEW**

This policy will be reviewed by Division Managers every three years, or more often as necessary, to ensure the best possible service to the public.