

RESOLUTION NO. 03-2024

A RESOLUTION OF THE CITY COUNCIL OF CLINTON, MISSOURI (CITY) APPROVING A SPONSORSHIP POLICY AND AGREEMENT FOR PARKS & RECREATION PURPOSES.

WHEREAS, Clinton Parks & Recreation desires to seek alternate revenue streams for various events, parks, facilities and programs; and

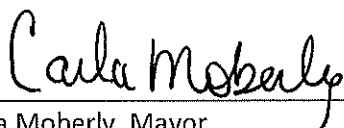
WHEREAS, alternate funding sources being pursued are sponsorships;

NOW THEREFORE BE IT HEREBY RESOLVED BY THE CITY COUNCIL OF CLINTON, MISSOURI AS FOLLOWS:

Section 1. The attached Sponsorship Policy and Sponsorship Agreement are hereby approved.

Section 2. City staff are authorized to implement said sponsorship program.

Read and passed this 16th day of January, 2024.



Carla Moberly, Mayor

ATTEST



Wendee Seaton, City Clerk



Clinton Parks & Recreation Sponsorship Policy

Introduction

To maintain and enhance the city's park and recreation system, Clinton Parks & Recreation (Clinton P&R) is actively seeking to establish alternate revenue streams that will increase its ability to deliver quality and affordable services to the community. One of the alternate funding sources being pursued is sponsorship.

Policy Statement

It is the policy of Clinton P&R to actively seek sponsorships for its services, parks, and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities. The purpose of such sponsorships is to increase WPR's ability to deliver quality and affordable services to the community.

In appreciation of such support, it is the policy of Clinton P&R to provide sponsors with suitable acknowledgment of their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the City'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.

Guiding Principles

Sponsorship Proposals

Clinton P&R shall adhere to the following principles when proposing sponsorships or when deciding to approve sponsorship proposals.

- ⌘ Sponsorships cannot be made conditional on Clinton P&R's performance.
- ⌘ The mission of the sponsor should not conflict with the mission of Clinton P&R.
- ⌘ 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 sponsors may not limit Clinton P&R's ability to seek other sponsors.
- ⌘ Recognition benefits to be offered do not compromise the design standards and visual integrity of the park or facility.
- ⌘ All sponsorships that intend to receive advertising recognition shall be provided by businesses, individuals or entities which propose commercial transactions for the purchasing of goods or services, the provision of which is the primary activity of the sponsor.

Sponsorship Recognition Standards

Clinton P&R intends to create a limited forum in recognizing sponsors, focused on advertisements

incidental to commercial sponsors of Parks and Recreation facilities and programs. No non-commercial speech is permitted in the limited forum created by sponsorship recognitions.

Advertisement recognitions incidental to commercial sponsorships must exclusively propose a commercial transaction, either directly through text or indirectly through the association of the sponsor's name or logo with the commercial provision of goods or services. The reasons for this policy include 1) the desire to avoid creating a "captive audience" at facilities and programs for non-commercial speech of a political or religious character, 2) to avoid any viewpoint or content based screening of advertising, 3) to maximize income from sponsorships by limiting the likelihood that commercial sponsors would be dissuaded from supporting Clinton P&R activities when non-commercial messages are permitted alongside commercial ones, especially ones that might be considered offensive to potential customers, 4) the desire of the Clinton P&R to maintain a position of neutrality on social, artistic, political and religious issues, 5) and in the case of religious or political speech, to avoid concerns about entanglement between the Clinton P&R and groups advocating a particular viewpoint, including the danger of violations of campaign laws.

Further, commercial sponsorships which will NOT be considered are those which:

1. Promote drugs, alcohol, tobacco, or that constitute violations of the law
2. Duplicate or mimic the identity of programs of the Clinton P&R
3. Exploit participants or staff members of the Clinton P&R
4. Advertise products or services which may only be accessed, purchased or utilized by persons over an age specified by the local, state or federal government.

Recognition of Sponsors

Clinton P&R shall adhere to the following principles when recognizing sponsors:

- ⌘ Clinton P&R appreciates all sponsorships that enable it to further its mission.
- ⌘ A sponsor's request for anonymity shall be respected.
- ⌘ Recognition of a sponsorship shall not suggest in any way the endorsement of the sponsor's goods or services by Clinton P&R, or any proprietary interest of the sponsor in Clinton P&R.
- ⌘ Any physical form of on-site recognition shall not interfere with visitor use or routine facility/park operations.
- ⌘ 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 defined period of time having regard to the value of the sponsorship and the life of the asset being sponsored.

Procedures & Guidelines

These procedures and 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 Clinton P&R is not diminished. The guidelines and procedures contained within this policy do not apply to gifts and/or grants for which there is no benefit or recognition.

Sponsorship Categories

Sponsorships are appropriate for the following broad types of activities:

- ⌘ Events – financial or in-kind support for an event organized by Clinton P&R.
- ⌘ Park/Facility Development – financial or in-kind support associated with the design and construction of a particular park or recreational facility. Projects within this category will be typically be of a one-time nature.
- ⌘ Program Delivery – financial or in-kind support that facilitates the ongoing delivery of a particular program.

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 Clinton P&R's website, activity guide, 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.
- ⌘ Clinton P&R Board 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 a designated facility.
- ⌘ Acknowledgement on materials such as programs, flyers, schedules, apparel, etc.
- ⌘ Inclusion of the individual's name or company name and logo on a sponsorship recognition wall at the facility.

Where on-site recognition is to be provided, types of recognition may include:

- ⌘ Temporary signs acknowledging a sponsor during the construction or restoration of a particular facility or park.
- ⌘ Permanent plaque or sign (permanency is limited to the life of the asset).
- ⌘ Interpretive signs.

Determining Types of Recognition

Decisions as to the type of recognition to be provided to a sponsor under \$10,000 shall be made by Clinton P&R Director, in consultation with City Administrator. For sponsorships over \$10,000, recommendations shall be made jointly by Clinton P&R Director and City Administration, with final approval by City Council. In determining the type and extent of recognition benefits, every effort will be made to align the benefits with other similarly valued Clinton P&R sponsorships.

Determining Design Standards for Various Types of Recognition

Design and Location of Temporary Signs, Signs, and Plaques

Recognition of a sponsor shall be permitted on either a temporary sign or a sign that is of a directional, informative or interpretive nature. In such circumstances the sponsor's name and/or logo shall be designed so that it does not dominate the sign in terms of scale or color. The Clinton P&R Director shall determine approval of a sponsor's name and/or logo on signs. Likewise, the Clinton P&R Director shall also approve the design and content of plaques.

The setting of temporary signs, signs, and plaques shall be determined by the Clinton P&R Director.

Design and Location of Sponsorship Boards

The Clinton P&R Director shall determine the design of sponsorship boards. In developing a suitable design, the Clinton P&R Director shall 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 Clinton P&R Director shall determine the location of sponsorship boards within facilities.

Design and Information Requirements for Website

The Clinton P&R Director, in consultation with the City Administrator, shall determine the design and information to be posted on the Clinton P&R website, as it relates to sponsor recognition.

Sponsorship Agreement

All sponsorship offers shall be the subject of a sponsorship agreement.

Sponsorship Process

All sponsorship opportunities shall be sought out and developed under the guidance of the Clinton P&R Director. In October each year, the Clinton P&R Director, in consultation with all full-time Clinton P&R staff, shall develop a sponsorship plan that includes a prioritized sponsorship opportunities list for the purpose of soliciting sponsorships for the forthcoming year.

This list shall be approved by the Clinton P&R Director and subsequently communicated to the Clinton Parks Board by the Clinton P&R Director to facilitate an integrated approach to the procurement and management of sponsorships.

All unsolicited sponsorship proposals shall be referred to the Clinton P&R Director, who shall be responsible for their evaluation and the provision of a recommendation to the City Administrator as to whether the proposal should be accepted or rejected.

Proposals \$1,000 to \$5,000

The development of sponsorship proposals and the procurement of a sponsor for proposals identified on the prioritized sponsorship opportunities list that are \$1,000 to \$5,000 shall be handled by Clinton P&R Director.

To ensure a consistent and coordinated approach, Clinton P&R Director shall:

- ⌘ Consult with City Administrator as to the content and layout of the proposal document, recognition benefits to be offered, and the organizations, companies, and/or individuals to be approached.

Upon securing a sponsor, Clinton P&R Director will liaise with the City Administrator to execute the necessary sponsorship agreement and benefit recognition provisions. Ongoing administration of the sponsorship agreement and the management of the sponsor's relationship with the City shall be the responsibility of the Clinton P&R Director.

Proposals \$5,001 to \$10,000

The development of sponsorship proposals and the procurement of a sponsor for proposals identified on the prioritized sponsorship opportunities list that are \$5,001 to \$10,000 shall be handled by Clinton P&R Director, with prior approval by City Administrator.

To ensure a consistent and coordinated approach, prior to approaching a potential sponsor Clinton P&R Director shall:

- ⌘ Consult with the City Administrator as to the content and layout of the proposal document, recognition benefits to be offered, and the organizations, companies, and/or individuals to be approached.

Upon securing a sponsor, Clinton P&R Director will liaise with the City Administrator to execute the necessary sponsorship agreement and benefit recognition provisions. Ongoing administration of the sponsorship agreement and the management of the sponsor's relationship with the City shall be the responsibility of the Clinton P&R Director.

Proposals over \$10,000

The development of sponsorship proposals and the procurement of a sponsor for proposals identified on the prioritized sponsorship opportunities list that are in excess of \$10,000 shall be handled jointly by Clinton P&R Director and City Administrator, with final approval by City Council.

Terminating Sponsorships

Clinton P&R 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 the sponsorship is no longer in the best interests of Clinton P&R. Decisions to terminate sponsorships of \$10,000 and less shall be approved by City Administrator. Decisions to terminate sponsorships over \$10,000 shall be approved by City Council.

Ethical Considerations Associated with Sponsorships

Sponsorships are an important way in which Clinton P&R 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 occasions Clinton P&R may need to reject a sponsorship offer. Circumstances under which this may occur include:

- ⌘ A sponsor seeks to secure a contract, permit or lease.
- ⌘ A sponsor seeks to impose conditions that are inconsistent with Clinton P&R's mission, values, policies, and/or planning documents.
- ⌘ Acceptance of a sponsorship would create a conflict of interest.
- ⌘ A sponsor is in litigation with the City of Clinton.

Monitoring and Reporting Sponsorship Performance

Fundamental to improving the management and performance of Clinton P&R'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 Park Board:

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

Indemnity and Legal Compliance

Sponsors represent and agree that nothing in any advertised recognition or other material provided by sponsor violates any personal or proprietary rights of any third party, constitutes false or misleading advertising, is harmful, or violates any applicable law or regulation. Sponsor shall hold harmless and indemnify the Clinton P&R, the City of Clinton, and all of its officials, agents and representatives from any and all liability, loss, damage or expense of any nature, including a reasonable attorney's fee, arising from the publication, display or distribution of any advertising recognition provided to sponsor, regardless of whether the Clinton P&R or any of its agents assisted in preparing or approving the form of the advertising recognition.

**SPONSORSHIP AGREEMENT
CLINTON PARKS & RECREATION**

Name of Sponsor: _____

Event, Park/Facility or Program Sponsored: _____

Dollar level of Sponsorship: \$ _____

In-Kind Sponsorship Description and Estimated Value: _____

Description of Sponsor Recognition to be Provided by Clinton Park & Recreation:

Sponsor has read and received a copy of the Clinton Parks & Recreation Sponsorship Policy, which is incorporated fully into this Agreement.

Sponsor:

Signature

Date

Printed name and title

Clinton Parks & Recreation Department:

Signature

Date

Printed name and title