

Department Policy and Procedures

Policy Name: **Corporate Sponsorship**

Number:
Effective:
Supersedes: na

Approved by Parks and Recreation Advisory Board: 11.10.05

Approved by Manager:

Reviewed by City Council:

Contents

Policy

1.0 Purpose

2.0 Definitions

3.0 Authority

4.0 Background

5.0 Sponsorship Categories

6.0 Guidelines

7.0 Marketing and Recognition Guidelines

8.0 Procedures

9.0 Terms of Agreement

10.0 Sample of "Level of Sponsorship Benefits"

Policy

It is the policy of Denver Parks and Recreation (DPR) to actively pursue sponsorships from for-profit entities for department programs, events, projects, and sites in order to enhance and sustain Denver's park and recreation system in a manner that respects the noncommercial nature of public places. All such sponsorships must comply with the guidelines and procedures set forth in this policy.

1.0 Purpose

This policy and its guidelines and procedures are intended to guide the DPR manager, staff or any allied park conservancy organization responsible for sponsorship business agreements and to help potential sponsors understand the opportunities and constraints of a parks and recreation sponsorship.

2.0 Definitions

2.1 Sponsorship. Sponsorship is financial or in-kind support from a for-profit entity for a specific program, event, project or site in exchange for tangible and intangible benefits to the sponsor. For the sponsor that can include but is not limited to:

a) marketing opportunities (product promotion and temporary advertising) on City property,

- b) authorization by the department for the business to promote its investment with the department and association with department programs, and
- c) name association (“name title”) for an event or program. Sponsorship is a negotiated business agreement between the sponsor and the department.

2.2 Gifts. A gift is a freely given donation of goods, cash, or real property to the department, preferably with no expectation of return (a “condition” to the gift). Gifts may be designed for a specific purpose or may be general in nature. Recognition for donors and donations is determined by the City. Guidelines for gifts and naming are detailed in the *DPR Gift Policy* and the *DPR Naming and Renaming of Parks and Recreational Facilities Policy*.

2.3 Advertising. Advertising is the signage created by the for-profit entity (usually placed in designated, purchased space) to promote a product. Advertising generally is not allowed in designated parks, parkways, Mountain Parks, natural areas, outside recreation facilities, or outside other park buildings. The permanent placement of a corporate logo, brand, or product placement in a public park or facility is considered advertising and not allowed. Paid advertisements are allowed in the department’s printed materials and publications.

2.4 Temporary Advertising. Temporary advertising is the temporary display of corporate logos, branding, or advertising copy at a department event or on collateral materials associated with an event or program.

2.5 Events. Events are one-time activities for the public organized by the department and held on City property that generally last less than a week.

2.6 Projects. Projects are one-time departmental efforts, often with a product as the end result.

2.7 Programs. Programs are on-going, organized activities led by the department for the public and generally involve staff supervision.

2.8 Sites. Sites are specific places, varying in scale from individual features or areas (e.g. the Barnum dog off leash area, the interactive water feature) to entire park or center, and even to an entire system, such as all of Denver’s flower beds.

2.9 Marketing benefits. These are opportunities given to the for-profit sponsor to have their branding, their products, their name and logo given temporary visibility on City property or materials. The details of those opportunities are specific to each sponsorship, detailed in the agreement, and must meet City laws and departmental policies.

3.0 Authority

Under section 2.4.4(A) of the City Charter, the management, operation and control of all facilities owned by the City and County of Denver for park and recreational purposes are under the exclusive control of DPR and its Manager. However, under section 2.4.5 of the

City Charter, parks and recreation facilities, and space within these facilities, may not be leased except “for a park purpose”. Any agreement for a corporate sponsorship for a DPR program, event, project, and/or site may require City Council approval, if so required by the Charter or ordinance.

4.0 Background

The City and County of Denver and its citizens pride themselves on their extensive park and recreation system. That is evident, too, in the decades of generous support shown by Denver’s business community. Today, financial and in-kind support is even more critical as the investment needed to sustain and expand the parks, facilities, and programs continues to climb. Like other park and recreation departments across the nation, the department is pursuing more sophisticated business partnerships with the for-profit sector, in the form of event, program, project, and site sponsorships. These mutually beneficial business agreements provide an important marketing venue for businesses and an opportunity for them to align themselves with the department’s public mission. In turn, the City is able to build new and exciting new programs and places while sustaining the system.

5.0 Sponsorship Categories

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

Event Sponsorship. Event sponsorship is the financial or in-kind support for a department organized event on City property. An event includes a one-time occasion (e.g. a sports clinic at a recreation center, a dance, a volunteer project) and usually lasts less than a week. Sponsors may be recognized vis-à-vis anything relating to the event. Depending upon the details of the agreement, the sponsor’s name may be directly associated with the event (e.g. “title” sponsorship) and the sponsor may have a variety of temporary advertising and marketing opportunities.

Project Sponsorship. 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 are available.

Program Sponsorship. Program sponsorship is financial or in-kind support of a department led program for the public. A program includes a series of on-going activities (e.g., youth sports leagues, after-school classes, or summer interns) 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. “Spinelli’s Safety First Program”) and other marketing opportunities are available.

Site Sponsorship. Site sponsorship is financial or in-kind operating support of a specific department place or feature (e.g. Civic Center flower beds, Berkeley Dog Off-Leash Area, a new playground). Marketing opportunities and recognition of the sponsorship are negotiated in the agreement.

5.2 This policy also impacts a number of associated sponsorships:

Community sports teams. These sponsorship policies do not apply to teams and leagues that often solicit their own sponsorship and enter into private agreements. However, written approval must be obtained from the department for any public display within parks and recreation facilities of private sponsorships (e.g. banners, flags, signs), with the exception of team uniforms.

Cultural Institutions. Many of the City’s educational, cultural, and recreational institutions are located in or adjacent to designated parks (e.g. DCPA, Denver Zoo, Botanic Gardens, Denver libraries, museums) and have sponsorship programs of their own. Any marketing materials (e.g. banners, etc.) displayed outside of the physical boundary of the institution but within a park must be approved by the department.

Concessionaires. Some City facilities are operated by private Concessionaires such as golf course restaurants, etc. As private entities, these Concessionaires are permitted to obtain corporate sponsorships as they relate to their operation. However, any marketing materials (e.g. banners, etc.) displayed outside of the physical boundary of the Concession site but within a park must be approved by the department.

Associated park conservancies, foundations, and friends’ groups. A number of “friends” of the park organizations have formed in order to enhance and advocate for specific parks (e.g. Civic Center Conservancy, City Park Alliance, Mountain Parks Foundation). The level of management responsibility by the group for the specific park is detailed in each individual agreement with the City. Most of these groups will be implementing their own sponsorship, gift, and naming efforts. With respect to the Denver parks and recreation system, these individualized plans must meet departmental and City policies.

6.0 Guidelines for accepting sponsorships

6.1 The department welcomes sponsorships as an opportunity to enhance our services as long as the sponsorships are consistent with City policies and regulations; respect the physical beauty of public spaces; and reaffirm the department’s mission and core services. In considering any proposal for sponsorship of a department activity or place

by a for-profit entity, the following questions should be considered individually and collectively:

- a) Are the for-profit's products, services, and marketing goals compatible with the department's mission, values, and policies?
- b) Are the products and services of the for-profit entity compatible with the policies and laws of the City?
- c) Does the proposed sponsorship enhance current priorities, programs, and core services of the department?
- d) Do the conditions of the sponsorship (especially in terms of marketing benefits and temporary advertising) compromise the design standards, visual integrity of our parks and recreation facilities or the experience of users?
- e) Does the sponsorship commit the department to additional operating and maintenance responsibilities and costs?
- f) Are the tangible and in-tangible benefits balanced for both the sponsor and the department?
- g) Would the sponsorship create a conflict of interest for the department or City?
- h) What is the for-profit's past record on community involvement with City projects and agencies?

6.2 Products and businesses generally ineligible for sponsorships include: for-profits whose primary products or services are substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, or sexually explicit materials.

7.0 Marketing Benefits and Recognition Guidelines

7.1 Marketing benefits for the sponsor are negotiated and detailed in each specific sponsorship agreement. The department usually will offer a choice of sponsorship levels, with appropriate benefits associated with each level. Guidelines include:

7.1.1 All sponsorship marketing materials, including but not limited to banners, signs, brochures, cards, signs, posters and newsletters, labels on products such as t-shirts, must be approved by the department.

7.1.2 Specific outdoor park facilities (e.g. fenced ball fields, Skate Park) and indoor recreation centers will have established areas for temporary advertising and sponsorship recognition. Visual impact will be considered.

7.1.3 An unlimited number of corporate sponsorship recognition and logos printed on "walk-away" products (e.g. t-shirts, water bottles) is acceptable. Visual impact will be considered.

7.1.4 The department's Marketing Division must approve the use of the City's or department's logo by the sponsor in their own business publications. All logo use must be associated with the specific program or sponsorship.

8.0 Procedures

- Sponsorships are arranged primarily through two processes: a) self-initiated by the potential sponsor or b) initiated by the department through a formal or informal “RFS” (Request for Sponsors) process.
- Interested sponsors are encouraged to contact the department at any time to discuss a potential sponsorship or can submit an “Interest in Corporate Sponsorship” application.
- If initiated by the potential sponsor, the procedure is:
 - a) Completion of an application (interest in sponsorship)
 - b) Meeting with assigned department staff
 - c) Sponsorship drafted, with levels of sponsorship, benefits to the department, and program details evaluated. Sponsorship draft evaluated against policies.
 - d) Approval by the Manager.
 - e) Legal agreement
- At times, the department will issue requests for sponsorship (RFS) through various media, such as direct mail, website, or publications. A pre-application meeting may be scheduled. Depending on the nature of the opportunity, the Manager may select one or more interested sponsors who meet the policy requirements set forth with a sponsorship opportunity.

9.0 Terms of Agreement

- The department will use current market research data to calculate the value for each tangible and intangible asset offered by the department or the City to the sponsor. Costs related to the sponsorship incurred by the department (maintenance, staffing, materials) will be incorporated into the sponsorship costs.
- Determining sponsorship costs and values will be a mixture of “value-based” system (e.g. based upon the value of the tangible and intangible marketing and brand benefits to the sponsor) and a “cost-based” system, where the goal is to recover at least the costs of an event, program, project, or site operations.
- Agreements should include the following at a minimum:
 - a) Clear statement of how the department is improving services through this funding and how the sponsorship supports the mission and vision of the department.
 - b) The financial value, benefits associated, costs of the sponsorship, including any exclusivity or other hierarchy of benefits.
 - c) Type and time limit for each sponsorship.
 - d) Clear statement of the department’s and the sponsor’s responsibilities and roles.

- e) Specific plan for marketing and branding opportunities-- display, type, location, size, design, content and duration.
- f) Term and termination provisions.

10.0 Sample of “Level of Sponsorship Benefits”

Each sponsorship is negotiated and tailored to the particular program, event, project, and site, and to the sponsor themselves. However, a hierarchy of benefits is associated with different levels of sponsorship, often providing more branding visibility and exclusivity with the higher levels of support. Some sponsorships may involve other City departments and agencies and require wider approval. The following hierarchy illustrates the types of benefits that can be provided by Parks and Recreation:

Lowest sponsorship level may include:

- Banners/”walk-aways” (e.g. bottles, etc.) at an event with sponsor name or logo
- Sponsorship recognition (without logo) in department publications/website
- Sponsorship mention in media releases
- Right to promote the partnership through corporate publications and marketing
- Recognition at the event

Mid-level sponsorships may include the above plus:

- Corporate logo included in publications/website
- Additional DEPARTMENT benefits (memberships to recreation centers; use of park building; golf passes, etc.)
- Right to make promotional offers to the public and city employees
- Right to use city property for product sampling

High-level sponsorships may include the above plus:

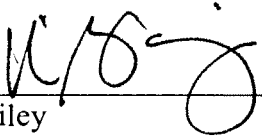
- Designation as the “official”, “exclusive”, or “preferred” community partner
- Title sponsorship of an event
- Naming rights for a program
- Exclusivity of category for event/program
- Corporate visibility in public parks and facilities (small signs, ball field fences and row banners with logos)

This **Corporate Sponsorship Policy** has been duly adopted in accordance with the rule-making requirements of section 39-2 of the Denver Revised Municipal Code and is in accordance with the authority of the Manager of the Denver Department of Parks and Recreation under section 2.4.4 of the Denver City Charter.

This **Corporate Sponsorship Policy** is effective this 11th day of August, 2006.

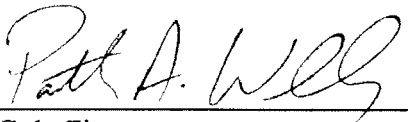
In accordance with section 39-2(e), D.R.M.C., copies of this **Corporate Sponsorship Policy** were filed with the Denver Clerk and Recorder and the Denver City Attorney within seven (7) days of the effective date set out above, and a notice of the adoption of this Alcohol Policy was published in The Daily Journal on the 16th day of August, 2006. The notice included a statement that a copy of the **Corporate Sponsorship Policy** is on file with the Manager of Parks and Recreation and is available for public inspection.

APPROVED AND ADOPTED:



Kim Bailey
Manager of Parks and Recreation

APPROVED FOR LEGALITY:



Cole Finegan
City Attorney