

<b>RESOLUTION NO. <del>2019</del><u>2026</u>-R-<del>0510</del><u>0510</u></b>		
<b>Effective Date:</b> <a href="#">Click here to enter a date.</a>	<b>Resolution Number:</b> <del>2019 R-05</del> <u>2026-R-10</u>	<b>Latest Revision Date:</b> <a href="#">Click here to enter a date.</a>
<b>Subject:</b> Sponsorship Policy for City Events, Activities, Programs and <del>Designated Public Spaces</del> <u>Areas</u>		<b>City Manager Approval:</b>

**ORDINANCE REFERENCE:**

N/A

**DEPARTMENT**

ALL DEPARTMENTS

**I. PURPOSE**

The purpose of this policy is to establish a formal framework for accepting donations and sponsorships that create mutually beneficial relationships while ensuring compliance with all applicable policies adopted by the City Commission of the City of North Port. ~~It is-~~ Through this policy, the City's ~~intent seeks~~ to utilize and maximize the community's resources by offering sponsorship opportunities to individuals, businesses, and non-profit entities ~~whose that provide~~ services ~~and~~ or products ~~benefit to~~ City residents and whose services, products, or messages are consistent with the mission and values of the City. Sponsorships accepted under this policy must support City programs, services, or Events and enhance the quality of life for residents.

**II. OBJECTIVE**

The objective of this policy is ~~To establish provide~~ a non-public forum for the development of ~~where~~ sponsorship opportunities and the acceptance of additional sources of financial, in-kind, or technical assistance that supports ~~can be provided and developed to enhance~~ the City's ability to deliver Events, activities, programs and ~~-~~Designated Public Spaces~~areas~~.

**III. ADMINISTRATION**

The City Manager of their designee is authorized to administer and implement his policy and may establish administrative procedures as necessary to carry out its intent. All sponsorship applications are subject to review and approval by the City Manager or their designee.

#### IV. DEFINITIONS

**Amenity** - A physical feature or structure of a park or facility that enhances its usability or recreational value for visitors.

**Designated Public Space** – Any city-owned or City-managed park, facility, building, or outdoor area open to public use where sponsorship recognition is permitted.

**Event:** A City organized event, activity, or program ~~or area made available for sponsorship that is scheduled for a specific date and time, intended for public participation, and designed to provide recreation, cultural, educational, or community engagement opportunities.~~

**In-Kind Donation:**

A non-cash contribution of goods, materials or professional services that directly support a City Event, activity, program or Designated Public Space.

**Sponsor:** An individual, business, or non-profit entity, whose ~~submitted~~ sponsorship application and pledged financial contribution or in-kind donation for a specific Event, activity, program or Designated Public Space ~~area~~ is accepted by the City.

**Sponsorship:** A mutually agreed exchange where a sponsor provides financial or in-kind support and, in return, receives specific recognition or marketing benefits. Recognition may include the temporary display of the Sponsor's branding, product, name, or logo on City property, event materials or promotional platforms in accordance with City guidelines.

**Sponsorship Opportunity:** ~~Any City organized Event, activity, program, or Designated Public Space offered for sponsorship recognition. A Sponsor's ability to have their branding, product, name, and/or logo temporary visible on City property and materials.~~ The details of these opportunities are specific to each event, activity, program or area designated public space and may include marketing materials ~~such as banners, signs, brochures, posters, t shirts,~~ or other promotional items~~platforms~~. Sponsorship Opportunities may change ~~annually or~~ from time to time. A list of ~~the~~ current Sponsorship Opportunities is available at [www.cityofnorthport.com/NorthPortFL.gov/sponsor](http://www.cityofnorthport.com/NorthPortFL.gov/sponsor), ~~or by contacting the Department of Parks and Recreation.~~ The City reserves the right to modify, add, or discontinue Sponsorship Opportunities at its discretion.

## V. RESPONSIBILITIES

### A. CITY RESPONSIBILITIES

The City will provide the Sponsorship Opportunity ~~that~~ correspondings to the sponsorship level chosen by a Sponsor on its sponsorship application and approved by the City. If for any reason the City is unable to provide a proposed Sponsorship Opportunity, the City ~~must inform~~will notify the Sponsor as soon as reasonably possible. The City and Sponsor may agree in writing to adjust, substitute, or provide a comparable similar or alternative Sponsorship Opportunities.

### B. SPONSOR RESPONSIBILITIES

Each Sponsor must accept and comply with the terms and conditions contained in this Administrative Regulation policy. A Sponsor must make full payment of the amount pledged ~~and/or~~ deliver the pledged in-kind donation as identified on its sponsorship application within pursuant to the deadlines identified in this policy. A Sponsor must provide the City with any branding, product, name, logo, ~~and/or~~ other ~~requested~~ materials requested for approval before ~~such~~those materials ~~may~~will be displayed ~~at an Event~~. The timeframe for submission of materials will be determined by the production requirements of the medium on which the materials will appear. If a Sponsor's fails to provide the requested failure to provide this information or materials within ten (10) days prior to the sponsored Event the required timeframe, will allow the City reserves the right to substitute text copy where appropriate.

## VI. SPONSORSHIP TYPES PROCEDURES

### A. Event Sponsorships

Structured sponsorship opportunities associated with a specific City Event, designed to secure financial or in-kind support in exchange for defined recognition and marketing benefits. Event Sponsorships are time-limited and apply only to the identified event, with recognition typically occurring before and during the event. Event Sponsorships are categorized as follows:

#### 1. PRESENTING-Presenting SPONSORSponsor

An Each eEvent may have one (1) Sponsor designated as the Presenting Sponsor; there will be one (1) Presenting Sponsor per Event. A Presenting Sponsor provides substantial financial support representing a significant portion of the total direct costs for the event. Where the City holds an For Eevents held annually, the Event's Presenting Sponsor may renew its sponsorship pledge to be the Presenting Sponsor for the same Event the following year by committing their pledge via applicationying at least nine (9) months120 days prior to before the following year's Event.

#### 2. Feature Sponsor

Feature Sponsorships are offered for specific features and amenities within an event. The City may offer one or more exclusive Feature Sponsor opportunities for designated elements of an

event. A Feature Sponsor provides significant financial support that offsets the direct costs associated with that feature or amenity.

Feature sponsors receive exclusive recognition for the designated feature or amenity from the date of payment through the completion of the event. Where the City holds an Event annually, a Feature Sponsor may renew its sponsorship for the following year by committing their pledge via application at least 120 days prior to the following year's event.

### 3. Tiered Sponsor

Tiered sponsorships opportunities may be offered depending on the scale and complexity of an event. Tiered sponsorships are separate from Presenting and Feature sponsorships.

The City may offer up to three (3) sponsorship tiers per event based on contribution level. Each tier includes defined recognition benefits and marketing exposure aligned with the level of support. To maintain the value and visibility of sponsorship recognition, the City will limit the number of sponsors per tier as follows:

Tier One – Up to three (3) sponsors

Tier Two – Up to six (6) sponsors

Tier Three – Up to ten (10) sponsors

### B. Amenity Sponsorships

The City may offer sponsorship opportunities for specific amenities within a Designated Public Space. These sponsorships provide brand visibility and community engagement opportunities. Sponsors receive recognition associated with the sponsored amenity for a defined term, which may include signage and promotional mentions.

## VI. PAYMENT AND CONTRIBUTIONS

### A. ~~Pledge~~LEDGE PaymentAYMENT (if applicable, does not apply to in-kind donations)

A Sponsor's pledged amount must be paid in full within thirty (30) days after ~~submitting approval of~~ a sponsorship application, unless ~~otherwise the City and the Sponsor agreed to in writing by the City another date.~~ A Sponsor must timely pay the full amount pledged in order to participate in the Event as a Sponsor. If a Sponsor fails to timely pay the pledged amount, the City may terminate the sponsorship.

### B. ~~In~~N-KindIND DonationONATION

The City may accept in-kind donations if they are a necessary component of an Event, i.e., donating necessary supplies, equipment or professional services. The City will work with Sponsors and accept volunteer hours as a form of in-kind donation. The City, at its sole discretion, may provide acknowledgment of Sponsors in a manner that is reasonable, uniform and proportional to the value of the donation. Such recognition may include signage, public acknowledgment, and promotional mentions.

## VII. ~~NOT AN~~NON-ENDORSEMENT OF SPONSOR

~~Acceptance of sponsorship. The City does not constitute endorsement by the City any aspect of any Sponsor, or a Sponsor's services, products, service, or message. The City's display of a Sponsor's name, logo or message does not imply an affiliation with the Sponsor beyond the sponsorship arrangement authorized by the City, other than as outlined within the Sponsor's application and this policy; any implied affiliation is accidental. Sponsor recognition is intended solely to acknowledge financial or in-kind support for City programs, services, Events, or Designated Public Spaces, and does not constitute government speech.~~ The City will reject any sponsorship application where the involvement of the applicant may compromise the public's perception of the City's neutrality or its ability to act in the public interest. A Sponsor's participation in an Event, or sponsorship of a Designated Public Space, and the views and opinions expressed by a Sponsor, does not necessarily state or reflect those of the City, its Commissioners, or employees and must not be interpreted by the public as the City making a statement or taking an action that directly or indirectly advocates or endorses the Sponsor, its organization, product(s), or services.

## IX. POLICY AND MESSAGE CONTENT AND MESSAGE STANDARDS

### A. Non-Public Forum

The City's sponsorship program ~~constitutes is~~ a non-public forum in which the City exercises sole discretion over the eligibility to participate as a sponsor according to the terms of this policy and applicable law. The City has full control over the acceptance or rejection of a sponsorship application and full editorial control for the placement, content, and appearance of any Sponsor's recognition displayed message when it appears on City property. The City's decision regarding the appropriateness of an applicant's or Sponsor's participation or message is final; ~~T~~he City may revise, reject, or omit content as it sees fit on any message that appears on City property.

### B. Eligibility Standards

~~A-~~ Sponsorship applications will be evaluated according to the criteria in this policy and applicable law. The City will not ~~reject a sponsorship application based on an applicant's viewpoint. However, the City does not seek and will not~~ accept Sponsors that manufacture products or take positions inconsistent with applicable local, state, or federal law or with the City's vision, mission, values, or policies.

### C. Prohibited Content

~~B-~~ Any applicant engaged in any of the following activities, or that has a mission supporting any of the following subject matters, or that in the City's sole discretion and judgment is deemed to be unsuitable for or contrary to community standards for the appropriateness of government speech, is prohibited from being a Sponsor or displaying its message on any City property:

1. Commentary, advocacy, promotion, or depiction of issues, candidates, or campaigns pertaining to political elections;
2. Promotion or depiction of profanity, obscenity, or sexually-oriented products, activities, or materials;
3. Promotion or depiction of bigotry, prejudice, discrimination, or hate;
4. Promotion or depiction of firearms, explosives, weapons, or the glorification of violent acts; or
5. Promotion, glorification, or depiction of illegal products, activities, or materials.

### D. Limitation of Expression

The City's acceptance of sponsorship recognition is limited to acknowledgement of financial or in-kind support for City programs, services, Events, or Designated Public

Spaces. The City does not intend to create a public forum for expressive activity through its sponsorship program.

#### X. SPONSOR CONDUCT CONFLICTS

~~A-Sponsors,~~ and ~~their~~ employees, agents, contractors, or representatives must not disparage the ~~s~~Sponsored Event, or Designated Public Space, damage the goodwill associated with the Event or Designated Public Space, or be prejudicial to the image and/or reputation of the Event, Designated Public Space or City's involvement therein. The City may deny a future sponsorship application where it is determined that a Sponsor has violated this section.

#### XI. FORCE MAJEURE

Should a sponsored Event or Designated Public Space be closed, cancelled, curtailed, or adversely affected by any cause not within the reasonable control of the City, including but not limited to fire, flood, explosion, lightning, windstorm, earthquake, or destruction, in whole or in part, of machinery or equipment or failure of supply of materials, discontinuity in the supply of power, government interference, civil commotion, riot, war, strike, labor disturbance, transportation difficulties, labor shortage, or any cause beyond the reasonable control of the City, the City is under no obligation to provide a Sponsor with a refund of all or part of the Sponsor's donation. If it becomes necessary to cancel an Event, it may or may not be rescheduled. If the Event is rescheduled, a Sponsor's donation will be applied towards the rescheduled Event; otherwise, a Sponsor's donation is not refundable. However, the City may in its sole discretion provide the Presenting Sponsor of a canceled Event with a ~~Tier Two~~silver-level Sponsorship Opportunity for a future Event of the approximate or equivalent size as the canceled Event.

#### XII. TERMINATION

The City has the right to terminate any sponsorship for any or no reason at any time. ~~Only T~~the City Manager or ~~their~~ designee has the authority to terminate a sponsorship, written notice of which must be provided to the Sponsor.

#### XIII. ETHICS AND CONFLICT OF INTEREST

Sponsors must comply with all applicable federal, state, and local laws, including ethics and conflict-of-interest requirements. No City employee, elected official, or advisory board member, may solicit or accept a sponsorship for personal benefit, Sponsorships must be offered solely to support City programs, Events, or Designated Public Spaces.

City employees and officials involved in the review, approval, or administration of sponsorships must avoid actual or perceived conflicts of interest. Any employee or official with a financial or personal interest in a Sponsor or sponsorship application must disclose the relationship and recuse themselves from the review or approval process.

Sponsors must not offer gifts, incentives, or compensation to City officials or employees in exchange for favorable consideration of a sponsorship application.

Nothing in this policy supercedes the requirements of the Florida Code of Ethics for Public Officers and Employees.

#### XIV. FINANCIAL ADMINISTRATION

All financial sponsorship contributions must be made payable to the City and processed in accordance with the City's financial management policies and procedures. Sponsorship funds must be deposited into appropriate City accounts and may be used only for the purposes associated with the sponsored Event, program, activity, or Designated Public Space, unless otherwise authorized by the City.

The City will maintain appropriate financial records documenting sponsorship contributions, in-kind donations, and associated expenditures. In-kind donations may be assigned a fair market value for internal accounting and reporting purposes.

All sponsorship agreements and financial records are subject to applicable public records requirements under the Florida Public Records Law.