



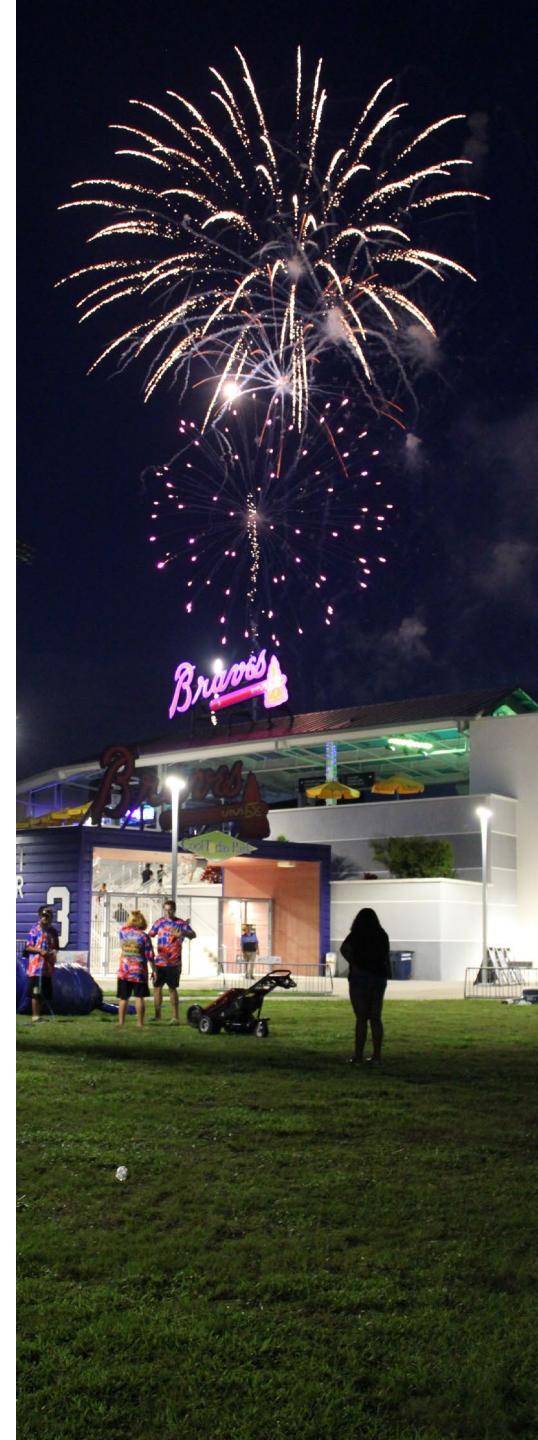
NorthPortFL.gov

Citywide Sponsorship Policy

- **Resolution 2019-R-05, Sponsorship Policy for City Events, Activities, Programs and Areas**
- **Adopted in May of 2019 as an administrative policy**

Purpose

- ✓ Establishes a formal structure for accepting sponsorships and donations
- ✓ Creates mutually beneficial relationships with businesses, nonprofits and individuals whose services, products, or messages are consistent with the mission and values of the City
- ✓ Maximizes community resources by offering sponsorship opportunities aligned with City mission and values



Objective

- Provides a non-public forum where sponsorship opportunities and additional sources of financial, in-kind, or technical assistance can be provided to enhance the City's ability to deliver events, activities, programs, and public spaces



Drivers for policy change

- Adapt to event growth
- Improve sponsor experience
- Reflect true event cost
- Ensure competitive positioning
- Maintain transparency and fairness
- Increase revenue opportunities

Key Definitions

- **Sponsor:** Individual, business, or non-profit providing financial or in-kind support
- **Sponsorship:** A mutually agreed exchange of value, financial or in-kind, where a sponsor receives specific recognition or marketing benefits for a defined term
- **Sponsorship Opportunity:** City organized event, activity, program, or space offered for sponsorship
- **In-Kind Donation:** Non-cash goods, materials, or services supporting City initiatives, including volunteer hours

Sponsorship Levels

- **Event – Presenting**
- **Event – Feature**
- **Event – Tiered**
- **Amenity (public space or facility)**
- **In-Kind**

Presenting Sponsor

| Current | Proposed |
|--|--|
| Limited to one sponsor per event | Same |
| Prominent name placement; highest visibility, recognition, and exposure | Same |
| First right of renewal with commitment at least 274 day in advance of following year's event | First right of renewal with commitment at least 120 days prior to following year's event |
| Flat contribution of \$2,000 | Suggested contribution range from \$4,000 - \$10,000 based on event scale and aligned with a percentage of direct costs of event |



Feature Sponsor - New

- Limited to one sponsor per feature/amenity
- Exclusive recognition for a specific feature or an amenity within an event
- First right of renewal with commitment at least 120 days prior to following year's event
- Suggested contribution range from \$2,000 - \$6,000 aligned with a percentage of the cost associated with specific feature/amenity of an event

Tiered Sponsors

| Current | Proposed |
|--|---|
| Gold (\$1,000), Silver (\$500) and Bronze (\$250) levels | Tier One (\$1,000), Tier Two (\$500), Tier Three (\$350); tier titles personalized according to event theme |
| Defined recognition benefits that scale up based on contribution | Same |
| Provides affordable options for involvement | Same |
| No limit on the number of sponsors per level | Cap on number of sponsors per tier to maintain value and ensure visibility |



Amenity Sponsor

| Current | Proposed |
|---|--|
| Limited to one sponsor per amenity | Same |
| Applicable to specific amenities within a facility (i.e. competition pool, slide, etc.) | Applicable to specific amenities within a facility or public space (i.e. competition pool, slide, teen lounge, splash pad) |
| Recognition associated with the specific amenity through static signage and promotional mentions with high visibility to patrons on a daily basis | Same |
| One-year term | Seasonal timeframe/prime visibility window based on amenity or location |
| Flat contribution of \$5,000 | Reduce to flat contribution of \$2,500 |

In-Kind Donations

- In-Kind donations accepted if they are a necessary component of the event/activity/program
- Volunteer hours may qualify as in-kind donation

Sample Sponsorship Outreach



FREEDOM FESTIVAL

PRESENTING SPONSOR **\$8,000**

- Acknowledgement during opening remarks
- Logo w/link on special event webpage
- Logo on event signage
- Complimentary booth space
- Media release recognition
- Recognition on social media w/tag
- Logo on MFCC video screen
- Logo on NPAC video screen
- Back cover position ad in Playbook
- Logo on event flyer
- Event listed as "Presented by <Business>" in marketing
- Special and prominent signage at the event
- Recognition in 2 issues of ParkPulse quarterly newsletter
- Recognition in Print/Radio advertising
- 30-sec. commerical on NPAC radio



EVENT OVERVIEW

DATE & TIME: July 4, 2026 | 5:30-9 p.m. | 8:30 p.m. Fireworks

LOCATION: CoolToday Park, 18800 W. Villages Pkwy.

ESTIMATED ATTENDANCE: 10,000+

FIREWORKS SPONSOR **\$4,000**

- Acknowledgement during opening remarks
- Logo w/link on special event webpage
- Logo on event signage
- Complimentary booth space
- Media release recognition
- Recognition on social media w/tag
- Logo on MFCC video screen
- Logo on NPAC video screen
- Full page ad in Playbook
- Logo on event flyer
- Name recognition as amenity sponsor
- Special and prominent signage at the event
- Recognition in 1 issues of ParkPulse quarterly newsletter
- Recognition in Print/Radio advertising



Sample Sponsorship Outreach (Cont.)



ALL-AMERICAN - \$1,000

- Acknowledgement during opening remarks
- Logo on special event webpage
- Logo on event signage
- Complimentary booth space
- Media release recognition
- Recognition on social media w/no tag
- Name on MFCC video screen
- Name on NPAC video screen
- Logo recognition in Playbook

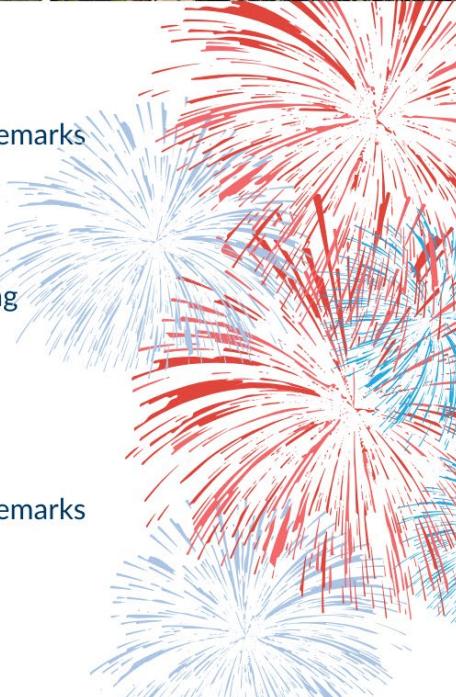


HEARTLAND - \$500

- Acknowledgement during opening remarks
- Logo on special event webpage
- Name on event signage
- Complimentary booth space
- Recognition on social media w/no tag
- Name on MFCC video screen
- Name on NPAC video screen

HOMELAND - \$350

- Acknowledgement during opening remarks
- Logo on special event webpage
- Name on event signage
- Complimentary booth space



Policy Provisions

Sponsorship Application: to be produced annually detailing the responsibilities of the City and Sponsors

Payment: a sponsors pledged amount must be paid in full within thirty (30) days of application approval

First right of renewal: commitment required 120 days prior to the following year's event (applies to Presenting and Feature levels)

Editorial control: City has full editorial control for the placement, content, and appearance of a sponsor's message when it appears on City property.

Prohibited Content:

- ✓ political content
- ✓ profanity or sexual content
- ✓ hate or discrimination
- ✓ violence or weapons
- ✓ illegal activities



Questions?