

ADMINISTRATIVE REGULATION		
<b>Effective Date:</b> 1/1/2016	<b>A.R. Number:</b> <a href="#">Click here to enter text.</a>	<b>Latest Revision Date:</b> 1/1/2016
<b>Subject:</b> Sponsorship & Advertising Policy		<b>City Manager Approval:</b>

ORDINANCE REFERENCE:

#### DEPARTMENT

All City Departments.

#### PURPOSE

In an effort to utilize and maximize the community's resources, it is the intent of the City of North Port to solicit sponsors and advertisers who provide services and/or products to residents of the community and whose product, message or service is consistent with the mission and values of the City. The City welcomes sponsorship and advertising opportunities that enhance our ability to deliver an additional source of financial, in-kind and technical assistance for programs, events, projects and sites from both non-profit and for-profit entities and individuals.

#### OBJECTIVE

Whenever possible, sponsorships should be linked to specific activities, publications or sites. Sponsors should be businesses, non-profit groups, or individuals that promote mutually beneficial relationships for the City.

#### DEFINITIONS

**Sponsorship.** Sponsorship is financial or in-kind support from an individual or entity for a specific program, event, or project in exchange for tangible and intangible benefits to the sponsor. Sponsorship is a negotiated business agreement between the sponsors and the City.

**Gifts.** A gift is a freely given donation of goods, cash or real property to the City with no expectation of return (a "condition" of the gift).

**Advertising.** Advertising is the activity of attracting the public's attention to a particular product, service or site.

**Temporary Advertising:** Temporary Advertising is the temporary display of corporate logos, branding, or advertising copy at a City event; or on peripheral materials associated with an event, program, project or facility; or on peripheral materials such as digital and printed products to offset costs of the publication. Advertising may be considered for indoor venues

such as recreation centers in limited quantities in accordance with the Guidelines for the Display of Advertising & Posters (See Exhibit A).

**Events.** Events are one-time activities for the public organized by the City and generally last less than 3 days.

**Programs.** Programs are on-going, organized activities offered by the City for the public and generally involve staff supervision.

**Projects.** Projects are one-time City efforts, often with a product as the end result such as a playground equipment or gazebo.

**Sites.** Sites are specific facilities, parks or spaces and the features within these areas.

**Marketing Benefits.** These are opportunities given to the sponsor to have their branding, products, name and/or logo given temporary visibility on City property and materials. The details of those opportunities are specific to each Sponsorship Agreement and may include materials such as banners, signs, brochures, posters, t-shirts, and other promotional items.

## **RESPONSIBILITIES**

The City possesses sole and final decision-making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse any offer of sponsorship. Sponsorship proposals will be arranged and reviewed according to the following procedures and guidelines:

- A pre-determined sponsorship opportunities package including varying levels of commitment/benefits will be developed in advance and approved in consultation with the appropriate Director or his/her designee.
- The City will issue requests for sponsorship through various media, such as direct mail, website or publications. All interested sponsors who meet the policy requirements set forth will be afforded a sponsorship opportunity.
- Unsolicited sponsorship proposals shall be referred to the appropriate Director or his/her designee for evaluation and a determination will be made to accept or reject the proposal.

## **POLICY**

The City maintains its sponsorship program as a nonpublic forum and exercises sole discretion over who is eligible to become a sponsor according to the terms of this policy.

### **PERMISSIBLE SPONSORS AND 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 and reserves the right to revise, reject or omit content. The City will not deny sponsorship opportunities on the basis of the potential sponsor's viewpoint.

Sponsorship from an organization that is engaged in any of the following activities, that has a mission supporting any of the following subject matters, or that, in the sole discretion and judgment of the authorized representative of the City, is deemed to be unsuitable for and contrary to community standards of appropriateness for government publications, shall be prohibited on any City property:

- Commentary, advocacy, or promotion of issues, candidates, and campaigns pertaining to political elections
- Depiction in any form of profanity or obscenity, or promotion of sexually oriented products, activities, or materials
- Promotion of bigotry, prejudice and/or hate
- Promotion of the sale or use of firearms, explosives, or other weapons, or glorification of violent acts
- Promotion or depiction of illegal products, or glorification of illegal products, activities, or materials

#### **PERMISSIBLE RECOGNITION MESSAGES**

The City will not make any statements that directly or indirectly advocate or endorse a sponsor's organization, products, or services. Materials or communications, including, but not limited to, print, video, internet, broadcast, or display items developed to promote or communicate the sponsorship using the City's name, marks, or logo, must have written approval from the applicable Department Director or his/her designee.

The City will neither seek nor accept sponsors that manufacture products or take positions inconsistent with local, state, or federal law or with City policies, positions, or resolutions. The establishment of a Sponsorship Agreement does not constitute an endorsement by the City of the sponsor's organization, products, or services.

#### **PROCEDURES**

##### **CRITERIA FOR SPONSORSHIP OPPORTUNITIES**

Sponsorship Opportunities for City programs, events, projects and sites shall clearly outline the forms of support provided by the sponsor and the recognition to be given by the City. Sponsorship inquiries shall be documented with the business/organization name, contact person, address, phone, email and description of the activities, products, and services of the potential sponsor. A Sponsorship Agreement shall be created for each sponsorship relationship. It shall detail the following information, at a minimum:

- Clear statement of the City's and the sponsor's responsibilities and roles.
- The financial value, associated benefits, and costs of the sponsorship, including any exclusivity.

- Specific plan for marketing and branding opportunities (e.g. display, type, location, size, design, content, duration).
- Confirmation of the sponsorship will be guaranteed by return of the completed and signed Sponsor Agreement and payment of any associated fee.

The City recognizes that entering into a Sponsorship Agreement with an external entity does not constitute an endorsement of the entity or its services and products but does imply an affiliation. Such affiliation can affect the reputation of the City among its citizens and its ability to govern effectively. Therefore, any proposal for sponsorship of City programs, events or services in which the involvement of an outside entity compromises the public's perception of the City's neutrality or its ability to act in the public interest will be rejected.

### **SPONSORSHIP CATEGORIES**

**Event Sponsorship.** Event sponsorship is the financial or in-kind support for a City organized event. An event includes a one-time occasion and usually lasts less than a week. Depending on the details of the Sponsorship Agreement, the sponsor's name may be directly associated with the event (e.g. "presenting sponsorship") and the sponsor may have a variety of temporary advertising and marketing opportunities.

**Program Sponsorship.** Program sponsorship is financial or in-kind support of a City led program for the public. A program includes a series of on-going activities or classes organized by the City. Recognition of the sponsor may continue throughout and even after the programs duration. Depending on the details of the Sponsorship Agreement, a sponsor's name can be associated directly with the program and other marketing opportunities.

**Project Sponsorship.** Project sponsorship is financial or in-kind support of a specific City project which is usually a one-time effort. Results often include a product being developed for the City and the public (e.g. brochure, map, playground, other equipment). Depending on the details of the Sponsorship Agreement, a sponsor's name and logo could be permanently or temporarily attached directly to the product and other marketing opportunities.

**Site Sponsorship.** Site Sponsorship is financial or in-kind operating support of a specific facility, space, or feature (e.g. disc golf course, butterfly garden, vending operations). Marketing opportunities and recognition will be approved by Resolution.

**Advertising Sponsorship.** Advertising Sponsorship is financial support of a digital or print publication such as a newsletter, brochure, guide or website. Advertisers and advertising agencies are liable for all content of the advertisement including copy, representation and illustrations.

### **MATERIALS DISPLAYED BY THIRD PARTIES**

**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, approval must be obtained from the City in accordance with the Unified Land Development Code for any public display within City owned parks and facilities of private sponsorships (e.g. banners, flags, signs) with the exception of team uniforms.

**Tenants and Lessees.** Several non-profit, educational and cultural organizations are located in City owned buildings and have sponsorship programs of their own. Any marketing materials visible to the public and displayed on or about City owned facilities must meet the Permissible

Sponsor Message and Content guidelines established by the City.

**SPONSORSHIP TERMINATION**

The City reserves the right to terminate any sponsorship should unfavorable conditions arise during the term of the Sponsorship Agreement. Decisions to terminate a sponsorship shall be made by the Department Director or his/her designee.

**ATTACHMENTS**

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