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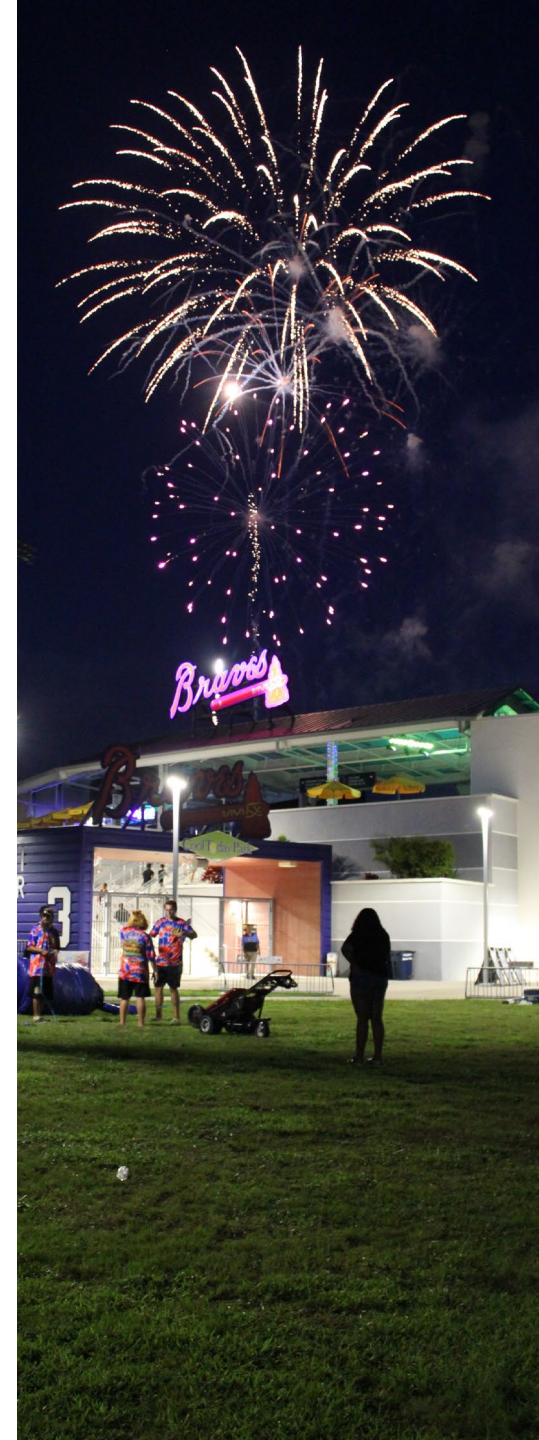
# **Citywide Sponsorship Policy**

- **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. commercial 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?**