

RESOLUTION NO. 48-2014

Approving the Attached Sponsorship Guidelines for
the Parks and Recreation Department.

WHEREAS, the Worthington Parks and Recreation Department wishes to seek sponsors that further its mission by providing monetary or in-kind support for department programs, services, or facilities; and,

WHEREAS, the Worthington Parks and Recreation Department has developed an attached set of Sponsorship Guidelines after consultation and review with the Parks and Recreation Commission and Worthington City Council;

WHEREAS, the Worthington Parks and Recreation Department has implemented the Sponsorship Guidelines for an 18 month trial period and provided an update to City Council on the related activities of that period;

NOW THEREFORE, BE IT RESOLVED by the Council of the Municipality of Worthington, County of Franklin, State of Ohio:

SECTION 1. That the Worthington City Council approves the attached Sponsorship Guidelines.

SECTION 2. That the City Manager and his designees are authorized to pursue sponsorships as outlined in the Sponsorship Guidelines.

SECTION 3. That the Clerk be and hereby is instructed to record this Resolution in the appropriate record book.

Adopted November 17, 2014

/s/ Bonnie D. Michael
President of Council

Attest:

/s/ D. Kay Thress
Clerk of Council



Sponsorship Guidelines

November 2014

General Statement

The Worthington Parks and Recreation Department shall seek sponsors that further its mission by providing monetary or in-kind support for department programs, services or facilities. The City of Worthington exercises sole discretion over who is eligible to become a sponsor according to the terms of the guidelines. Whenever possible, sponsorships shall be linked to specific activities, events, facilities, programs, or publications.

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

Requirements

Placement of sponsorship messages upon City property or in City publications shall require specific authorization. The City of Worthington possesses sole and final decision-making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse to enter into any proposed sponsorship agreement. Sponsorship requests shall be submitted through contractual relationship in a manner and form outlined in the following section, and sponsorship agreements shall be reviewed in accordance with the following procedures and guidelines.

Sponsorship agreements adhering to these sponsorship guidelines shall require written approval of the City Manager.

Sponsorship agreements which step outside of the parameters of these sponsorship guidelines will require City Council approval.

Sponsors are solely responsible for obtaining necessary permission to use photographs, trademarks, trade names, copyrighted material or any other legally protected property and shall hold the City harmless for any such use, including all consequences or damages resulting therefrom. All commercial messages or advertisements shall be accepted and published by the City upon the representation that the agency or sponsor is authorized to publish the entire contents and subject matter thereof. Sponsor agrees to indemnify and hold harmless the City, its officers, agents and employees against all damages, costs and expenses including, without limitation, attorney's fees resulting from any claim, action or proceeding alleging that the commercial message or sponsorship infringes on any copyright, violates any right of privacy, or other personal or property right, constitutes libelous matter, plagiarism, unfair competition, unfair trade practice, infringement of trademarks, or other matter contrary to law or contains any formula or instructions injurious to the user of a sponsor's product.

Contract & Content

Establishing a contract with the Worthington Parks and Recreation Department shall result in the creation of a sponsorship agreement that will detail the following information, at a minimum:

- Activities, products, and services of the private entity, its parent, subsidiaries, affiliates and predecessor companies;
- Benefits to be given to the proposed sponsor by the Worthington Parks and Recreation Department, and the estimated monetary value of those benefits;
- Benefits to be given to the Worthington Parks and Recreation Department by the proposed sponsor, and the estimated monetary value of those benefits;
- Prominence of the proposed public recognition of support;
- Content of the proposed public recognition of support;
- Duration of the proposed public recognition of support;
- Conditions under which the sponsorship agreement may be terminated.

Permissible Sponsors & Message Content

Sponsorships on City of Worthington property are maintained as a nonpublic forum. The Worthington Parks and Recreation Department 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 Worthington Parks and Recreation Department may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship recognition message.

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

- Promotion of the sale or consumption of alcohol products or depiction of the use of alcohol products;
- Promotion of the sale or consumption of tobacco products or depiction of the use of tobacco products;
- Commentary, advocacy or promotion of issues, candidates, campaigns or organizations of a social, political, religious, or rhetorical nature;
- Promotion of gambling, pari-mutuel betting, or games of chance, in name, likeness or implication, or promotion of establishments providing such services or activities of a related or similar nature;

- Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness, or characterizations which suggest, depict or promote any such element or sexually oriented products, activities or materials;
- Promotion in any form of illegal drugs, illegal drug use or illegal drug materials, or characterizations which suggest or depict the promotion or glorification of any such products, activities or materials;
- Promotion of the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature;
- Inclusion of materials, depictions, promotions or offerings, which are the type, prohibited by, or by their nature would violate, any postal restrictions or regulations or any federal, State, or local law, rule, or regulation.

Sponsorship Opportunities

Below is a list of sponsorship opportunities divided by facilities, programs and services. Other opportunities not on this list will be considered for sponsorship on an individual basis. New opportunities not listed in these guidelines and/or opportunities that deviate from the parameters of these guidelines will require City Council approval. For each sponsorship, the benefits to be received by the sponsor are listed. At the end of this section, there is a glossary of benefits and the specific format those benefits will be presented such as size of advertisement, type of announcements, etc.

Programs & Special Events

Concerts on the Green

- Series Sponsor - \$15,000 – Covers all 12 concerts. Available to one sponsor only.
- Single Event Sponsor - \$1,500 – Recognition at 1 concert as the sponsor
 - **The Series Sponsor will receive name recognition year round in the Activity Brochure, on Facebook, the website, on approximately 3,000 printed flyers, on a concert sponsor board and through concert announcements.**
 - **A Single Event Sponsor will receive name recognition on the website, Facebook, on a concert sponsor board and through concert announcements.**

Community Center Special Events and Family Night Events

- Series Sponsor - \$5,000 – Covers 19 Family Nights and 3 Special Events (Halloween, Holiday and Easter events). Available to one sponsor only.
- Family Night Sponsor - \$2,500 – Recognition as sponsor for 19 regular Family Night events. This excludes the 3 major Special Events (Halloween, Holiday and Easter Egg Hunt).
- Special Event Sponsor - \$1,000 (per event) – Recognition as the sponsor for Halloween, Holiday, or Easter Egg Hunt events
- Single Event Sponsor - \$250 – Sponsor for one regular Family Night event (excludes any Special Event nights) or for any other smaller special event such as Touch a Truck.
- Member Appreciation Day Sponsor - \$250 – Twelve individual sponsorships available for Member Appreciation Day at the Community Center on the first of each month.
 - **The Series Sponsor will receive year round name recognition in the Activity Brochure, on Facebook, the website, on building signage and through periodic advertisements on Community Center digital screens.**
 - **The Family Night Sponsor will receive name recognition in the Activity Brochure (for two quarters), on Facebook, the website and on building signage.**

- **The Special Event Sponsor will receive name recognition in the Activity Brochure (for one quarter), on Facebook, the website and on building signage the night of the event.**
- **A Single Event Sponsor would receive name recognition on Facebook, the website and on building signage the evening of the event.**
- **Member Appreciation Day Sponsor receives in-house signage, Facebook post, table for meet and greet with members and/or ability to hand out information, coupons and samples.**

Independence Day Fireworks

- **Special Event Sponsor - \$10,000 (can be two co-sponsors for \$5,000/each)**
 - **The Special Event Sponsor(s) will receive name recognition in all City publicity, on Facebook, the website, on all signage and through event announcements.**

Parks and Recreation Program Sponsors

- **Major Sponsor - \$750 - \$1,500**
 - **A Major Program Sponsor will receive name recognition on Facebook, the website, on signage displayed throughout the program, and name recognition in the Activity Brochure for one quarter.**
- **Supporting Sponsor - \$100 - \$500**
 - **A Supporting Program Sponsor will receive name recognition on Facebook, the website, and on signage displayed throughout the program.**

Parks and Recreation League Sponsors

- **Individual League Sponsor - \$2,000**
 - **An Individual League Sponsor will receive their logo on all league championship t-shirts, recognition on a league sponsor board posted during all league games, recognition on Facebook, the City's website, and in the Activity Brochure for one quarter.**

Griswold Center Friday Soup

- **Series Sponsor - \$3,500 – Covers entire 20 week program**
- **Monthly Sponsor - \$800 – Covers one month of Friday Soup Lunches**
 - **The Series Sponsor will receive name recognition in the Activity Brochure (for one quarter), on Facebook, the website, and on all event signage (including menus).**
 - **The Single Event Sponsor will receive name recognition on signage during the event (including menus).**

Griswold League or Performance Group Sponsor

- Up to \$500 – Covers cost of team shirts or uniforms per season or per quarter.
 - **The League and Performance Group Sponsor will receive their logo on the shirts or uniforms, recognition in the Activity Brochure (for one quarter), on Facebook, the website, and on signage during the event.**

Griswold Special Events - \$500 - Covers speaker, entertainment and/or catered lunch fees

- **The Special Event Sponsor will receive name recognition in the Activity Brochure (for one quarter), on Facebook, the website and on signage during the event.**

Promotional Materials

Quarterly Activities Guide – 21,000 copies distributed quarterly (all prices are per season | discounts available for annual commitment)

- Full page color ad (back cover) - \$2,000
- Half page color ad (back cover) - \$1,000
- Quarter page color ad (back cover) - \$500
- Small black and white ad (inside pages) - \$100

Newsletters / Pamphlets

- Back cover - \$1,500
- ½ page - \$450 page
- Logo only insert on back - \$200

Apparel

- Summer camp shirts, adult sport shirts, youth sports shirts (logo on sleeve) – Up to \$3,000 per group of shirts.

Services

- **Magazine Subscriptions** – The use of a third party company contract to provide magazine racks, magazines, and magazine binders in exchange for the magazine binders to have a company name and logo on the front cover which holds each magazine. The ad/logo can be as large as the binder cover as long as the magazine cover and title are visible through it.
- **Dog Waste Bag Dispensers** – The use of a third party company contract to provide dog waste baggie dispensers and the dog waste baggies in our parks in exchange for the dispensers to have a display with a company name and logo on it. The company name and logo shall be done tastefully and in proportion to the other writing and graphics on the dispenser.

Assets

Transportation Vehicles (buses & cars)

- Interior signage and information opportunities - \$1,000 for one year (8.5" x 11" sign).
 - **Signs will be on an 8.5" x 11" paper inside a mounted, clear plastic frame posted inside the buses.**

Facilities

Parks

- Ball Diamond Backstops - \$2,500 for one padded backstop at one location for one spring through fall season.

Sponsorship Glossary

Name recognition for businesses sponsoring Worthington Parks & Recreation will be achieved through a variety of media. This glossary is a reference guide detailing the specific application of promotional benefits.

Programs & Special Events

Activity Brochure: For large events/sponsorships the sponsor's name and/or logo may be included in or next to blurbs regarding the event. A sponsor's logo will be no more than 75% of the size of the WPRD logo. A link to the sponsor's website may also be included.

Inside Page Recognition: Inside page name recognition will consist of a box containing supporting sponsor's names or logos. This box will occupy no more than a quarter of the color special events page.

Back Cover Recognition: Back cover name recognition will consist of a logo and the following verbiage "The WPRD Winter 2013 Activity Brochure is proudly sponsored by XXXX". This recognition will be confined in a box to the bottom eighth of the page.

Announcements: Brief announcements naming supporting sponsors will be made during events.

Building Signage / Flyers / Tri-folds / Menus: Sponsors name and/or logo will be featured on all event/program promotional material in proportion to WPRD logo/text and will not exceed one quarter of the page. In addition, a sponsor's logo will be no more than 75% of the size of the WPRD logo.

Digital Screens: Sponsor will be included on digital event advertisement. The sponsor's name and/or logo will be in proportion to WPRD logo/text and will not exceed one quarter of the page. A sponsor's logo will be no more than 75% of the size of the WPRD logo.

Facebook: Sponsor advertising on Facebook will include pictures of the events (including pictures capturing the sponsor at the event when possible) and use of the sponsor's name and/or logo. Facebook advertising will relate to promoting the WPRD event and thanks through Facebook for sponsor participation. In addition, a link to the sponsor's website may be included.

Sponsor Board: All sponsor boards will contain a WPRD header. In the interest of readability the entire lower portion of the sponsor board will be given to sponsor recognition. This recognition will not exceed name, logo, address, web address, and occasionally a picture. The picture must be readily identified with the sponsor and must be consistent with permissible sponsor message content as outlined in these guidelines.

T-Shirts & Promotional Items: Sponsor advertising on WPRD summer camp or promotional t-shirts will be located on a sleeve (preferable) or the back of department t-shirts. Advertising will consist of a name and/or logo and will be in proportion to WPRD logo/text. Advertising on other promotional items (such as bags, totes, etc.) will also consist

of name and/or logo and will be in proportion to WPRD logo/text. Sponsor's logo will be no more than 75% of the size of the WPRD logo.

Website: One page will be created on the WPRD website to recognize sponsors. This page will be updated as needed and will reflect various sponsorship levels. In addition, for large events/sponsorships the sponsor's name and/or logo will be tied to all website postings regarding the event. A link to the sponsor's website may also be included.

League Sponsors

Apparel: Sponsor advertising on WPRD league t-shirts will be located on a sleeve (preferable) or the back of department t-shirts. Advertising will consist of a name and/or logo and will be in proportion to WPRD logo/text.

Promotional Materials

Activity Brochure: Ad space is available in the WPRD Activity Brochure. The sponsor's ad will be in proportion to WPRD logo/text and will not exceed the size of the ad sold. Sponsor's logos will be no more than 75% of the size of the WPRD logo.

The following ad spaces will be available for sale:

- Full page color ad (back cover)
- Half page color ad (back cover)
- Quarter page color ad (back cover)
- Small black and white ad (inside pages)

Newsletters / Pamphlets: Ad space is available in WPRD Newsletters and pamphlets. The sponsor's ad may contain name and/or logo and contact information. The ad will be in proportion to WPRD logo/text and will not exceed the size of the ad sold. Sponsor's logos will be no more than 75% of the size of the WPRD logo. The following ad spaces will be available for sale:

- Back cover
- ½ page
- Logo only insert on back

Services

Magazine Subscriptions: The use of a third party company contract to provide magazine racks, magazines, and magazine binders in exchange for the magazine binders to have a company name and logo on the front cover which holds each magazine. The ad/logo can be as large as the binder cover as long as the magazine cover and title are visible through it.

Dog Waste Bag Dispensers: The use of a third party company contract to provide dog waste baggie dispensers and the dog waste baggies in our parks in exchange for the dispensers to have a display with a company name and logo on it. The company name and logo shall be done tastefully and in proportion to the other writing and graphics on the dispenser.

Assets

Transportation Vehicles (buses & cars)

Sponsor recognition signs will be printed in color on an 8.5" x 11" paper and placed inside a mounted, clear plastic frame posted inside the buses. Recognition may include sponsor name and/or logo.

Facilities

Parks

- **Ball Diamond Backstops:** Sponsored backstops will be paired with WPRD backstops. Advertising may include sponsor name and/or logo. The logo is not to exceed the size of half of one backstop.