

## **CITY OF LAUDERHILL SPONSORSHIP POLICY**

### **I. PURPOSE:**

To establish sponsorship guidelines and procedures when partnering with individuals, businesses and organizations. Sponsorships provide an effective means of generating alternative funding sources to support park and recreation facilities, programs and services.

### **II. DEFINITIONS:**

#### **A. Sponsorship:**

"Sponsorship" means the support of a City facility, event or program by an outside individual, business or organization (hereinafter referred to as "Entity"). It is a mutually beneficial agreement between the City of Lauderhill (hereinafter referred to as "City") and the Entity for a specified facility, event or program, where the Entity donates assistance, funding, goods, equipment or services, in exchange for public recognition from the City in conjunction with the event or program.

Form of Sponsorship:

1. **Monetary Sponsorship** - Those that include the provision of money to support a facility, event or program.

2. **In-kind Sponsorship** - Those that include the provisions of goods or services, and/or volunteer support, rather than money to support a facility, event or program.

#### **B. Sponsorship Acknowledgement:**

Sponsorship acknowledgement means the placement of a name, logo, address, telephone number, website, or qualifying statement for the purpose of acknowledging the support of the Entity.

#### **C. Sponsorship Agreement:**

A sponsorship agreement may be utilized when an Entity offers support of a specific facility, event or program. The Agreement may be for the provision of monetary and/or in-kind support provided to the City in support of the citywide event or program. This is a document consisting of the negotiated terms between the City of Lauderhill and the sponsoring organization.

### **III. POLICY/PROCEDURE:**

The City is committed to providing successful facilities, events and programs. Many times, the funding for facilities, events and programs can be supplemented by partnering with an Entity. This policy establishes sponsorship guidelines and procedures that City employees must follow in partnering with those Entities.

#### **IV. SOLICITING SPONSORSHIPS:**

Sponsorships may be solicited for a specific facility, citywide event or program with the approval of the City Manager or designee. Sponsorships may be solicited through a variety of methods used to communicate needs. City staff, including staff of elected officials, shall not solicit sponsorships unless directed by the City Manager for citywide events or programs. This policy does not prohibit a member of the City Commission from soliciting sponsorships for his or her community events or programs in the City or citywide events or programs.

#### **V. SPONSORSHIP APPROVAL LEVELS:**

This section applies to all monetary and in-kind sponsorships for citywide events or programs. In-kind or other non-monetary sponsorships for citywide events and programs will be valued based on market price. Sponsorship level approvals have been established as follows:

Under \$60,000: sponsorship approval from the City Manager or designee. A letter outlining agreed upon terms and conditions will be provided to the sponsor.

Over \$60,000: a sponsorship agreement or a letter outlining agreed upon terms and conditions will be provided to the sponsor, and such agreement or letter is required to be approved by the City Commission.

#### **VI. ACCEPTANCE OF SOLICITED AND UNSOLICITED SPONSORSHIPS:**

The City has final decision-making authority for determining the appropriateness of a sponsorship. The City reserves the right to refuse any offer of sponsorship. The City representative authorized to approve sponsorship by Section V of this policy must review all solicited and unsolicited sponsorship proposals for the appropriateness of the proposal for any facility, event or program. The City must take into consideration the public's perception of the City's fairness and impartiality, and the City's reputation (sometimes collectively referred to as "public trust") may be damaged by sponsorships that are aesthetically displeasing, politically oriented, inconsistent with the City's public mission and core services, or otherwise inappropriate for, or offensive to, the audience or segments of its citizenry. Based on the above, sponsorship proposals will be accepted or denied. Entities will be notified in writing of the decision to approve or deny their proposal for sponsorship of a City facility, event or program by the City Manager or designee.

**Businesses or organizations are not eligible for sponsorship if they relate to any of the following:**

a) Entities whose business is substantially derived from the sale or manufacture of alcohol or tobacco products, controlled substances, electronic vapor cigarettes, sexually related or pornographic products, firearm products or products that are contrary to public health, safety and welfare. The logos or names of alcohol or tobacco products may not appear on any sign, banner, announcement, publication, or other media in association with a City facility, event or program.

b) Political organizations;

c) Enterprises or organizations which promote adult entertainment or services, violence, gambling, illegal substances, or other products or services that are contrary to the health, safety, and welfare;

d) Any depiction which gives the appearance or impression that a product, business or message is endorsed or recommended by the City or its officers, agents or employees.

e) Sponsorship that will create a conflict of interest with the policy of the City. The sponsor, its employees, agents, contractors, or representatives must not disparage the event, facility, program, or project; damage the goodwill associated with the above or be prejudicial to the image and/or reputation of the event, facility, program, or project or City's involvement therein.

### **TERMINATION**

The City reserves the right to terminate any sponsorship for any reason for failure to comply with the sponsorship policy, city code, state, and federal law. The City Manager or designee shall provide notice to sponsors before termination of sponsorship.

### **VII. DISCLAIMER**

Any publication or announcement that contains the mention of an Entity should also include a disclaimer that the City is in no way endorsing a business, its products or its services. An example follows:

*The City of Lauderhill greatly appreciates the support of the Partners, Supporters, and Friends of this facility/program/event. However, neither the City nor any employee officially endorses any company, or their products or services.*

All acceptances or denials of sponsorship are at the discretion of the City.

### **VIII. EVALUATION**

After a particular city-wide event, or program has been completed, the respective department will evaluate the sponsorships for that particular facility, city-wide event or program for effectiveness. The department will inquire as to the success of the event, if the sponsorship met the needs of both the City and the Entity, and if such sponsorship would again be useful in the future.