


CITY COMMISSION POLICY

<p>GRAND RAPID S</p>  <p>MICHIGAN</p>	<p>NUMBER: 1100-12</p>	<p>HISTORY</p> <p>FILE # DATE</p>	
	<p>DATE: March 23, 2021</p>	<p>12808</p>	<p>March 23, 2021</p>
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	<p>DEPARTMENT: PARKS & RECREATION MOBILE GR</p>		

SUBJECT: **PARKS AND RECREATION & MOBILE GR SPONSORSHIPS**

PURPOSE: To actively pursue sponsorships from for-profit entities for department programs, events, projects and sites to sustain the City’s park and recreation system, as well as Mobile GR facilities, in a manner that respects the purpose of and nature of public park spaces and public purpose of transportation assets and programs.

POLICY:

Definitions

Sponsorship: Financial or in-kind support from a for-profit entity for commercial advertising related to a specific program, event, project or site in exchange for tangible and intangible benefits to the sponsor. This may include:

- Marketing opportunities (product promotion and temporary advertising) on City property,
- Authorization by the relevant department for the business to promote its investment with the department, and association with department programs, and
- Name association (title) for an event or program. Sponsorship will be a negotiated business agreement between the sponsor and the relevant department(s), signed by the Mayor in compliance with the City Charter and in a form approved by the City Attorney after City Commission consideration.

Gifts: A gift is a freely given donation of goods, funds, or real property to the department(s) with no conditions. Recognition for donors and donations will be determined by the applicable City Policy. Parks and Recreation Department guidelines for naming and renaming parks can be found in a separate “Naming and Renaming of Parks and Recreational Facilities Policy”.

Advertising / Temporary Advertising: Advertising is the signage or banner created by a for-profit entity (placed in designated, purchased space) to promote a product or for-profit entity. Locations must be approved by the department(s) in accordance with City ordinances and/or policies.

Events: One-time activities for the public organized by the department(s), the City, or permitted organizations and held on City property.

Projects: One-time departmental efforts, often with a product as the result.

Programs: Programs are on-going, organized activities led or permitted by the department(s) for the public and generally involve staff supervision.

Sites: Specific places, varying in scale from individual park features and areas to mobility facility features and assets.

Marketing Benefits: These are opportunities given to the for-profit sponsor to have their branding, their products, their name and logo given temporary visibility on City property or materials. The details of those opportunities are specific to each sponsorship, detailed in the agreement, and must meet City ordinances and policies.

Background

The City of Grand Rapids and its residents pride themselves on the city’s parks, recreational spaces, and transportation system. This is evident in residents passing the 2013 parks millage and again passing a new evergreen parks millage in 2019. Evidence of this also lies in decades of generous support shown by local family foundations and businesses. Today, financial and in-kind support is even more critical as the investment needed to sustain and expand parks, facilities, and programs continues to grow. The departments wish to pursue more sophisticated business partnerships with for-profit sectors in the form of event, program, project and site sponsorships. The mutually beneficial business agreements provide an important marketing venue for businesses and an opportunity for them to align themselves with the Parks and Recreation Department’s public mission to provide inspirational experiences through the responsible management and collaborative stewardship of the City’s natural, educational, and cultural resources. Likewise, Mobile GR would like to offer opportunities for partners to assist in delivering innovative, efficient and equitable mobility solutions that are safe, affordable and

convenient to the community.

Sponsorship Categories

Event Sponsorship: Financial or in-kind support for a department organized event on City property. An event includes a one-time occasion and usually lasts less than one week. Depending on details of the agreement, the sponsor's name may be directly associated with the event ("title") and the sponsor may have a variety of temporary advertising and marketing opportunities.

Project Sponsorship: Project sponsorship is financial or in-kind support of a specific department project which is usually a one-time effort. Results can include a product or brochure being developed for the department and for the public. Depending on details of an agreement, the sponsor's name and logo could be attached directly to the product and materials.

Program Sponsorship: Financial or in-kind support of a department led program for the public, which may include a series of on-going activities like youth sports, classes or commuter training. Recognition of the sponsor may continue throughout and even after the program's duration. Depending on details of an agreement, the sponsor's name and logo could be attached directly to the product and materials.

Site Sponsorship: Financial or in-kind operating support of a specific department place or feature (e.g. park entry flower beds, river walkways and planting beds, shared mobility docking stations or bicycle repair stands). Marketing opportunities and recognition of the sponsorship will be negotiated in a separate agreement with the relevant department and executed in accordance with the City Charter. For procedures related to "donations" of time (i.e. labor), money, or equipment associated with improvements to City owned green spaces and facilities, that do not include recognition, advertisements, or other in-kind support, may be found in the City's Adopt-A-Park Program Policy (City Commission Policy 1100-09).

Transit Advertisements: Transit related Advertisements are not covered under this Policy. Transit related Advertisements are covered under the City's "Transit Advertising Policy." (City Commission Policy 900-61).

Guidelines for Accepting Sponsorships

The relevant department will welcome sponsorships as an opportunity to enhance services as long as sponsorships are consistent with City policies and regulations, respect the natural beauty and ecology of the City's public park spaces or relevant Mobile GR facility, and reaffirm the departments' missions and core services. The following questions should be considered for any proposed sponsorship:

- a) Are the for-profit's products, services, and marketing goals compatible with the relevant department's mission, values and policies?
- b) Are the products and services of the for-profit entity compatible with the policies and laws of the City?

- c) Does the proposed sponsorship enhance current priorities, programs, and core services of the relevant department?
- d) Do the conditions of the sponsorship compromise the design standards, visual integrity of our parks and recreation, Mobile GR facilities or the experience of Mobile GR services patrons or park users?
- e) Does the sponsorship commit the relevant department to additional operating and maintenance responsibilities and costs?
- f) Are the tangible and intangible benefits balanced for both the sponsor and the relevant department?
- g) Would the sponsorship create a conflict of interest for the relevant department or the City?
- h) What is the for-profit's past record on community involvement with City projects and agencies?

Products and businesses generally ineligible for sponsorship include: for-profits whose primary products or services are substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, sexually explicit materials, illegal or immoral activities, those that are political in nature, and sponsorships that are generally non-commercial in nature.

Marketing Benefits and Recognition Guidelines

These benefits will be negotiated and detailed in each specific sponsorship agreement. The relevant department will usually offer a choice of sponsorship levels, with appropriate benefits associated with each level. Guidelines include:

- a) All marketing materials and logos must be approved by the relevant department.
- b) Specific outdoor park facilities (e.g. fenced ball fields, facility walls) will have established areas for temporary advertising and sponsorship recognition, as will DASH vehicles and other Mobile GR assets. Visual impact will be considered.
- c) Recognition and logos on t-shirts, water bottles and similar products will be limited by available space. Visual impact will be considered.
- d) The City must approve use of the City's logo or the relevant department's logo by the sponsor on their own business publications. All logo use must be associated with the specific program or sponsorship.

Procedures

Sponsorships will be arranged primarily through initiation by the relevant department¹, a formal/informal request for sponsors by the department, or via application by the prospective Sponsor sent to the appropriate department for review. This Policy gives the City Manager or his/her designee (Director of the relevant department) the ability to accept, process, and allow or disallow Sponsorships based on the criteria herein, state and federal laws, and City

¹ This Policy applies to two City Departments (Parks and Mobile GR) only.

ordinances. The City Attorney should be consulted if there is any confusion with regard to whether a Sponsorship may be allowed.

Terms of Agreement

Sponsorship agreements will be established for each individual opportunity or program. Value will be determined in partnership between the relevant department and for-profit sponsor.

Sample of “Level of Sponsorship Benefits”

Each sponsorship will be negotiated and tailored to the particular program, event, project, and site and to the sponsor themselves.