SPONSORSHIP POLICY STATEMENT

It is the policy of Polk County to consider sponsorships for its events, services, and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities. The purpose of such sponsorships is to increase Polk County's ability to deliver services to the community and/or provide enhanced levels of service beyond basic services from the County's general fund.

In appreciation of such support, it is the policy of Polk County to provide sponsors with suitable acknowledgement of their contributions with the following goals attributed to such recognition:

- shall adhere to the aesthetic values and purpose of Polk County's services, facilities, and parks
- shall not detract from the visitor's experience or expectation
- shall not impair the visual qualities of the site, and
- shall not be perceived as creating a proprietary interest.

GUIDING PRINCIPLES SPONSORSHIP PROPOSALS

The following principles form the basis of the County's consideration of sponsor proposals:

1. All sponsorships must directly relate to the intent of the subject event, program, facility or park, and its master plan (if applicable).
2. Sponsorships cannot be made conditional on Polk County's performance.
3. The mission of a sponsorship organization should not conflict with the mission of the Polk County.
4. Sponsorship benefits offered should be commensurate with the relative value of the sponsorship.
5. Individual sponsors should not limit the Polk County's ability to seek other sponsors.
6. Recognition benefits to be offered do not compromise the design standards and visual integrity of the event, program, facility or park.
7. An evaluation of the potential sponsor which shall not be limited to:
    - Products/services offered
    - Company's record of involvement in environmental stewardship and social
    - responsibility
    - Principles of the company
    - Sponsor's rationale for its interest in the Polk County
    - Sponsor's expectations

RECOGNITION OF SPONSORS

The following principles form the basis of the organization's recognition of sponsors:

1. The Polk County appreciates all sponsorships that enable it to further its mission.
2. Recognition of a sponsorship shall not suggest in any way the endorsement of the sponsor's goods or services by the Polk County, or any proprietary interest of the sponsor in the County.
3. Any physical form of on-site recognition shall not interfere with visitor use or routine County operations.

4. The form of any on-site recognition shall be of an appropriate size and color and shall not detract from the surroundings or any interpretive message.
5. All sponsorships will be for defined period of time having regard to the value of the sponsorship and the life of the asset being sponsored.
6. Naming of events, programs, facilities and/or parks or other County property in recognition of a sponsor is permitted, providing such names are subordinate to the name of the facility/park.
7. Where naming/renaming of a park is negotiated as a sponsorship benefit, the sponsorship proposal will be considered by the Polk County Board of Commissioners. The Board shall:
    - Review the proposed request for its adherence to the policies of Polk County.
    - Ensure that supporting information has been authenticated.
    - Take into consideration comments of the public.
    - Board consideration of the request will be pursuant to the Sponsorship Process outlined in this policy.

PROCEDURES & GUIDELINES

These procedures and guidelines have been established to ensure all sponsors are treated in an equitable and appropriate manner and that in recognizing a sponsor's support, the mission of the event or program and the purpose of a particular facility or park is not diminished. The guidelines and procedures contained within this policy do not apply to gifts and/or grants for which there is no benefit or recognition.

SPONSORSHIP CATEGORIES

Sponsorships are appropriate for the following broad types of activities:

- Events or Programs – financial or in-kind support for an event organized by Polk County on Polk County or partnered property. An example of a sponsorship under $10,000 is funding a children's play activity at an event. An example of a sponsorship over $10,000 is funding the entire event.
- Park/Facility Development – financial or in-kind support associated with the design and construction of a particular park or recreational or cultural facility. Projects within this category will be typically be of a one-time nature. An example of a sponsorship under $10,000 is funding a bench, bleacher, or trail. An example of a sponsorship over $10,000 is funding an entire park or large feature, such as a ballfield.

TYPES OF RECOGNITION

Sponsors will be provided with a level of recognition that is commensurate with their contribution. In acknowledging a sponsor, preference will be given to an off-site form of recognition that may include one or more of the following:

- A thank you letter.
- Public recognition through the Polk County's website, newsletters, and/or social media releases, and through the sponsor's corporate newsletter, annual report, and/or website.

- Events such as a press conference, photo opportunity, groundbreaking or ribbon cutting ceremony.
- Acknowledgement at civic functions.
- Commemorative items such as a framed picture or plaque.
- Register of sponsors that is accessible to the public either online or at Polk County administrative offices and community centers.
- Acknowledgement on printed materials such as recreational and environmental program catalogs.
- Inclusion of the individual's name or company name and logo on a sponsorship recognition wall at a community center, park, county facility or Polk County administrative offices.
- Where on-site recognition is to be provided, types of recognition may include:
    - Temporary signs, which may include the use of logos, acknowledging a sponsor during the construction or restoration of a particular facility, park or an event.
    - Interpretive sign, which may include the use of logos.
    - Permanent plaque or sign (permanency is limited to the life of the asset).
    - Naming of a particular facility within a park where the sponsorship covers the majority (>60%) of the cost of the particular facility, structure, or land acquisition.

DETERMINING TYPES OF RECOGNITION

In determining the type and extent of recognition benefits, current market research data will be used to determine the value for each tangible and intangible benefit offered to the sponsor.

DETERMINING DESIGN STANDARDS FOR VARIOUS TYPES OF RECOGNITION

Design and Location of Temporary Signs, Plaques, Sponsorship Boards: Recognition of a sponsor shall be permitted on either a temporary sign or a sign that is of a directional, informative, or interpretive nature. The sponsor's name and/or logo shall be designed so that it does not dominate the sign in terms of scale or color. Sponsorship boards should be designed with a format that allows for the recognition of sponsors using small, removable name plates, plaques or tiles so sponsor details can be added or removed easily. The County Manager shall determine approval of a sponsor's name and/or logo on signs and plaques. The siting of signs and plaques shall be determined between the County Manager, the applicable Department Manager and the Maintenance Manager. Design and Information Requirements for Website: The County's web development/IT Department shall determine the design and information to be posted on the County of Polk County's website and social media as it relates to sponsor recognition.

SPONSORSHIP PROCESS

All unsolicited sponsorship proposals shall be referred to the appropriate Program/Department Manager, who shall be responsible for their evaluation and processing for review by the County Manager as to whether the proposal should be rejected or accepted and forwarded to the Polk County Board of Commissioners.

1. Applicant completes a proposal application outlining the event or asset for sponsorship, proposed name and meaning behind it, dollar amount, requested duration of sponsorship, proposed logo/signage design, sign location, special installation information, and formula used for calculating value.
2. The Program/Department Manager forwards the document to the County Manager. The County Manager along with the Finance Officer reviews the formula which the Applicant used to calculate value.
    a. The County Manager may recommend changes to the proposal that assist with initial approval.
    b. Proposals under $10,000 may be accepted or rejected by the County Manager. Proposals will be rejected by the County Manager if they do not match the guiding principles of the sponsorship program and the mission or the Polk County Board of Commissioners. The decision of the County Manager is final. Approved proposals under $10,000 are processed administratively by County staff.
    c. Proposals over $10,000 are forwarded to the County Board of Commissioners for review and approval or denial. The Board of Commissioners' decision is final. Approved proposals over $10,000 are processed by County staff after approval.

TERMINATING SPONSORSHIPS

Polk County reserves the right to terminate any sponsorship should conditions arise during the life of that sponsorship that results in the sponsorship conflicting with this policy or the sponsorship is no longer in the best interests of Polk County. Decisions to terminate a sponsorship shall be made by the County Manager.

ETHICAL CONSIDERATIONS ASSOCIATED WITH SPONSORSHIPS

Sponsorships are an important way in which Polk County can obtain additional resources to support the pursuit of its mission. However, sponsorships may come with unintended consequences and, as such, all sponsorship offers need to receive careful consideration. On occasion Polk County may need to reject a sponsorship offer. Circumstances under which this may occur include:

- The potential sponsor seeks to secure a contract, permit, or lease.
- The potential sponsor seeks to impose conditions that are inconsistent with Polk County's mission, program, health and recreation objectives, policies, and/or planning documents.
- Acceptance of a potential sponsorship would create a message in conflict with objectives promoted by the County, e.g., a sponsorship from a tobacco company would infer endorsement of an unhealthy activity.
- The potential sponsor is in litigation with the County of Polk County.

MONITORING AND REPORTING SPONSORSHIP PERFORMANCE

Fundamental to improving the management and performance of Polk County's sponsorship activities is the need for an effective program of review and reporting. Accordingly, the following performance indicators have been established and will be reported upon periodically to the County Manager and presented to the Polk County Board of Commissioners:

- Number of active sponsorships
- Dollar value of active sponsorships
- Number of sponsorship proposals declined by potential sponsors