



## **Advertising, Sponsorship, and Donation Policy**

Contents

Policy

1.0 Purpose

2.0 Background

3.0 Definitions

4.0 Authority

5.0 Sponsorship Categories

6.0 Materials Displayed by Third Parties

7.0 Guidelines

8.0 Marketing and Recognition Guidelines

9.0 Procedures

10.0 Terms of Agreement

11.0 Sample of “Level of Sponsorship Benefits”

## **Policy**

It is the policy of Ontario Recreation District (ORD) to pursue sponsorships and advertisements from both non-profit and for-profit entities for District programs, events and projects in order to obtain supplemental financial, in-kind, and technical assistance in an effort to enhance and sustain ORD's recreation system. All such sponsorships must comply with the guidelines and procedures set forth in this policy.

### **1.0 Purpose**

This policy and its guidelines and procedures are intended to guide the ORD Board of Directors, Executive Director, staff or any allied recreation and conservancy organization responsible for sponsorship business agreements and to help potential sponsors understand the opportunities and constraints of a recreation donation or sponsorship.

### **2.0 Background**

ORD and the Ontario community pride themselves on their extensive park and recreation system. That is evident in the decades of generous support shown by Ontario's business and non-profit community. Today, financial, and in-kind support is even more critical as the investment needed to sustain and improve the facilities and programs continues to climb. Like other park and recreation districts across the nation, ORD is pursuing more sophisticated business partnerships with the for-profit and non-profit sectors, in the form of event, program, project, and site sponsorships along with limited advertising. These mutually beneficial business agreements provide an important marketing venue for businesses and an opportunity for them to align themselves with the District's public mission and in turn, ORD is able to build new and exciting programs and places while sustaining the system.

### **3.0 Definitions**

3.1 Sponsorship. Sponsorship is financial or in-kind support from an entity for a specific program, event, or project in exchange for tangible and intangible benefits to the sponsor. Sponsorship is a negotiated business agreement between the sponsor and the District.

3.2 Donation. A donation is a freely given gift of goods, cash, or real property to the District, with no expectation of return (a "condition" to the gift). Gifts may be designed for a specific purpose or may be general in nature.

3.3 Advertising. Advertising is the signage or graphic element created by the entity (usually placed in designated, purchased space) to promote a product or organization. Permanent advertising is not allowed on property managed by ORD but not owned by the District. Permanent advertising is also not allowed in parks, athletic fields or other outdoor facilities owned and managed by the District. Advertising may be considered in indoor venues such as recreation centers and gyms in limited quantities. Advertisements are also allowed in the District's printed materials, electronic publications and media boards.

3.4 Temporary Advertising. Temporary advertising is the temporary display of corporate logos, branding, or advertising copy at a District event or on peripheral materials associated with an event or program or project (e.g. Banner displayed during the course of a construction project or give-a-ways at an event).

3.5 Events. Events are one-time activities for the public organized by the District and held on ORD property that generally last less than a week (e.g. ORD Arts & Crafts)

3.6 Projects. Projects are one-time District efforts, often with a product as the result (e.g. OAC Pool Project).

3.7 Programs. Programs are on-going, organized activities led by the District for the public and generally involve staff supervision (e.g. Youth Basketball).

3.8 Sites. Sites are specific places, varying in scale from individual features or areas to entire recreation facilities, and even to an entire system, such as all ORD's office space.

3.9 Marketing benefits. These are opportunities given to the for-profit or nonprofit sponsor to have their branding, their products, their name, and logo given temporary visibility on ORD property or materials. The details of those opportunities are specific to each sponsorship, covered by the agreement, and must meet District policies.

#### **4.0 Authority**

4.1 The management, operation and control of all facilities owned by ORD for recreational purposes are under the exclusive control of ORD Board of Directors and its Executive Director. Any agreement for advertising or a corporate sponsorship for an ORD program, event, project, and/or site shall require approval from the Executive Director.

4.2 Displays by outside organizations Any marketing materials displayed on District-managed property (e.g. banners, etc.) by outside organizations must have prior approval by the District which retains authority to regulate the placement, length of time, and nature of all displayed materials.

#### **5.0 Sponsorship and Donation Categories**

5.1 Sponsorships and donations are appropriate for four broad types of District activities and places:

Event Sponsorship/Donation.

Event sponsorships and donations are financial or in-kind support for a District organized event on ORD managed property. An event includes a one-time occasion (e.g. race, community work project, etc.) and usually lasts less than a week. Sponsors and donors may be recognized vis-à-vis anything relating to the event. Depending upon the details of the agreement, the sponsor or donors name may be directly associated with the event (e.g. "title" sponsorship/donation) and the sponsor/donor may have a variety of temporary advertising and marketing opportunities.

Project Sponsorship/Donation.

Project sponsorships and donations are financial or in-kind support of a specific District project which is usually a one-time effort or a multi-year gift. Results often include a product being developed for the District and for the public (e.g. District facility signs, project equipment or labor, etc.). Depending upon the details of the agreement, the sponsor/donor's name and logo could be permanently or temporarily attached directly to the product and other marketing opportunities are available.

#### Program Sponsorship/Donation.

Program sponsorship and donations are financial or in-kind support of a District led program for the public. A program includes a series of on-going activities (e.g., youth sports leagues, after-school arts & crafts classes, or summer aquatic facilities) organized by the District. Recognition of the sponsor/donor may continue throughout and even after the program's duration. Depending upon the details of the agreement, a sponsor/donor's name can be associated directly with the program (e.g. "Cobra's Wrestling") and other marketing opportunities are available.

#### Site Sponsorship/Donation.

Site sponsorship and donations are financial or in-kind operating support of a specific District place or feature (e.g. Baseball Field Facility Equipment etc.). Marketing opportunities and recognition of the sponsorship and donation are negotiated in the agreement.

### **6.0 Materials Displayed by Third Parties**

#### Community sports teams.

These sponsorship and donation policies do not apply to teams and leagues that often solicit their own sponsorship and enter into private agreements. However, approval must be obtained from the District for any public display within recreation facilities of private sponsorships (e.g. banners, flags, signs, patches), including team uniforms.

#### Tenants and Lessees.

Several non-profit, educational, and cultural organizations are in ORD facilities (e.g. Friends of the Owyhee) and have sponsorship programs of their own. Any marketing materials visible to the public and displayed within a District managed facility (e.g. banners, etc.) must have prior approval by the District which retains authority to regulate the placement, length of time, and nature of all displayed materials.

#### Support Organizations.

Several organizations have formed to help support the District and to advocate for specific amenities (e.g. ORD Pool Committee). These types of groups may implement their own sponsorship, gift, and naming efforts which the District does not seek to fully regulate. If third parties wish to display marketing materials on District managed land or advertise through the District, all displays must meet District policies.

### **7.0 Guidelines for Accepting Sponsorships and Advertising**

7.1 The District welcomes sponsorships and donations with limited advertising as an opportunity to enhance services as long as the sponsorship or advertisement is consistent with District policies and regulations; respects the physical beauty of public spaces; and reaffirms ORD's mission and core services to the community of Ontario, OR. In considering any proposal for sponsorship of a District activity or

place by a for-profit or non-profit entity, the following questions should be considered individually and collectively:

- a) Are the entity's products, services, and marketing goals compatible with the District's mission, values, and policies?
- b) Does the proposed sponsorship enhance current priorities, programs, and core services of the District?
- c) Do the conditions of the sponsorship (especially in terms of marketing benefits and temporary advertising) compromise the design standards, visual integrity of our recreation facilities or the experience of users?
- d) Does the sponsorship commit the District to additional operating and maintenance responsibilities and costs?
- e) Are the tangible and in-tangible benefits balanced for both the sponsor and the District?
- f) Would the sponsorship or donation create a conflict of interest for the District?
- g) What is the entity's past record on community involvement with Ontario community projects and agencies?

7.2 Products and businesses generally ineligible for sponsorship or donations under the business or organization name or title include: for profits whose primary products or services are substantially derived from the sale of alcohol, tobacco, drugs, gambling, firearms, or sexually explicit materials.

- a) These donations are accepted under the conditions that the Ontario Recreation District will not promote or advertise alcohol, tobacco, drugs, gambling, firearms, or sexually explicit materials within or at programs or events created for youth 18 years of age or younger.
- b) The Ontario Recreation District also accepts the donations under the conditions that no individual under the age of 21 will be promoting or advertising alcohol, tobacco, drugs, gambling, firearms, or sexually explicit materials to the community at programs or events created for youth under 21 years of age.
- c) The Ontario Recreation District will accept donations for youth programs from businesses who promote the safe, legal, and recreational use of alcohol, tobacco, drugs, gambling, firearms, or sexually explicit materials under the conditions that the donation provided will be promoted and accepted by an anonymous donor or the legal name of the business owner.
- d) The Ontario Recreation District will accept donations for adult co-ed and senior programs from businesses who promote the safe, legal, recreational use of alcohol, tobacco, drugs, gambling, firearms, or sexually explicit materials under the conditions that the donation will only be promoted and advertised at programs or events created for adults 21 years of age or older. These donations will also be listed as separate donations from our youth programs and will remain separate upon our sponsorship wall.

e) The Ontario Recreation District recognizes and understands the laws associated with the use of alcohol, tobacco, drugs, gambling, firearms, or sexually explicit materials do not prohibit those who are 21 years of age or older from their safe, legal, and recreational use.

f) Because of this the Ontario Recreation District does not intend to restrict the promotion of alcohol, tobacco, drugs, gambling, firearms, or sexually explicit materials to individuals of legal age by businesses who intend to support and improve recreation for adults through the Ontario Recreation District.

7.3 In an effort for ORD to support local non-profits and businesses, local organizations should be given preference regarding sponsorship/donations and advertising opportunities.

7.4 ORD staff shall seek input and recommendations from the ORD Board of Directors when considering sponsorships or advertisements equal to or greater than \$1,000 in value.

## **8.0 Marketing Benefits and Recognition Guidelines**

8.1 Marketing benefits for the sponsor/donor are negotiated and detailed in each specific sponsorship or donation agreement. The District usually will offer a choice of sponsorship or donation levels, with appropriate benefits associated with each level. Guidelines include:

a) All sponsorship and donation marketing materials, including but not limited to banners, signs, brochures, cards, signs, posters and newsletters, labels on products such as t-shirts, must be approved by the District.

b) An unlimited number of corporate sponsorship and donation recognition and logos printed on “walk-away” products (e.g. t-shirts, water bottles) is acceptable. Visual impact will be considered.

c) The District’s marketing personnel must approve the use of the District’s logo by the sponsor/donor in their own business publications. All logo use must be associated with the specific program or sponsorship and donation.

## **9.0 Procedures**

9.1 Sponsorships and donations are arranged primarily through two processes:

a) self-initiated by the potential sponsor/donor or

b) initiated by the District through a formal or informal “RFS” (Request for Sponsors/Donors) process.

9.2 Interested sponsors and donors are encouraged to contact the District at any time to discuss a potential sponsorship or donation.

9.3 If initiated by the potential sponsor/donor, the procedure is:

a) Meeting with assigned District staff.

b) Sponsorship or donation drafted, with levels of giving, benefits to the District, and program details evaluated. Sponsorship or donation draft evaluated against policies.

- c) Approval by the Executive Director.
- d) Approval by the ORD Board of Directors
- e) Legal agreement completed.

9.4 At times, the District will issue requests for sponsorship or donations (RFS) through various media, such as direct mail, website, or publications. A pre-application meeting may be scheduled. All interested sponsors/donors who meet the policy requirements set forth will be afforded a sponsorship and/or donation opportunity.

## **10.0 Terms of Agreement**

10.1 Determining sponsorship and donation costs and values will be a mixture of “value based” system (e.g. based upon the value of the tangible and intangible marketing and brand benefits to the sponsor) and a “cost-based” system, where the goal is to recover at least the costs of an event, program, project, or site operations.

10.2 Agreements should include the following at a minimum:

- a) Clear statement of how the District is improving services through this funding and how the sponsorship or donation supports the mission and vision of ORD.
- b) The financial value, benefits associated, costs of the sponsorship/donation, including any exclusivity or other hierarchy of benefits.
- c) Type and time limit for each sponsorship/donation. (One time versus multi-year donation/sponsor.
- d) Clear statement of the District’s and the sponsor’s responsibilities and roles.
- e) Specific plan for marketing and branding opportunities-- display, type, location, size, design, content, and duration.
- f) Term and termination provisions.

10.3 All sponsorships and donations must adhere to the following policy rules in order to be considered for approval by the ORD Executive Director and Board of Directors.

## **11.0 Sample of “Levels of Giving”**

Each sponsorship or donation is negotiated and tailored to the program, event, project, and site, and to the sponsor themselves. However, a hierarchy of benefits is associated with different levels of sponsorship, often providing more branding visibility and exclusivity with the higher levels of support. The following hierarchy illustrates the types of benefits that are possible and could be provided by ORD:

Lowest sponsorship/donation level may include:

- Banners/ “walk-aways” (e.g. bottles, etc.) at an event with sponsor/donor name or logo
- Sponsorship/donor recognition (without logo) in District publications/website
- Sponsorship/donor mention in media releases

- Right to promote the partnership through corporate publications and marketing
- Recognition at the event

Mid-level sponsorships/donations may include the above plus:

- Corporate logo included in publications/website
- Additional District benefits (memberships to recreation centers; use of District building, etc.)
- Right to make promotional offers to the public and District employees
- Right to use District property for product sampling

High-level sponsorships/donations may include the above plus:

- Designation as an “official”, “exclusive”, or “title sponsor/donor” for a given event or project.
- Title sponsorship/donor of an event
- Naming rights for a program
- Exclusivity of category for event/program
- Corporate visibility in public facilities (small signs, ball field fences and row banners with logos)

APPROVED AND ADOPTED:

---

**Mary Jo Evers**  
**Chair, Ontario Recreation District Board of Directors**

---

**Andrew Maeda**  
**Executive Director, Ontario Recreation District**