

Recreation Sponsorship Policy



Effective Date: 3/5/2024	Last Updated: N/A	Approved By: Jessi Bon, City Manager
Code and Statutory Authority: 3.53.020	Related Polices: N/A	Endorsed By: Parks and Recreation Commission 1/4/2024 Approved By: City Council 3/5/2024

Purpose

This policy establishes parameters for reviewing and accepting sponsorships to support City of Mercer Island recreational events, programs, and services.

Definitions

City: The City of Mercer Island (and any of its staff, elected and/or appointed officials, or volunteers where and to the extent applicable).

Sponsor: An individual or individuals, corporation, partnership, governmental entity, business entity, or organization that provides funds, goods, or services to the City in exchange for recognition, acknowledgement, or other promotional considerations or benefits with respect to a City coordinated program, event, or service.

Sponsorship: The provision by a sponsor of funds, goods, or services to the City in exchange for recognition, acknowledgement, or other promotional considerations or benefits with respect to a City coordinated program, event, or service. Sponsorships are distinct from donations, as that term is used under MICC Ch. 2.50.

Sponsorship Agreement: A contract between the City and a sponsor establishing the terms and conditions agreed upon by the City and the sponsor with respect to the sponsorship.

Policy

1.0 General Policy

The City of Mercer Island solicits and accepts certain sponsorships to support funding of City coordinated events, programs, and services based on the terms and criteria provided below.

2.0 Authority to Accept or Reject Sponsorships

The City retains the right to refuse any offers of sponsorship. The City Manager (or designee) is

responsible for determining which City events, programs, and services are suitable for sponsorship and for reviewing, accepting, or rejecting sponsorship proposals.

3.0 Sponsorship Selection Criteria

The following criteria will be used by the City to evaluate sponsorship proposals. The City may establish additional criteria or requirements depending on the event, program, or service.

- a. Consistency of the prospective sponsor's products, customers, and promotional goals with the program, event, or service, and the City's values and service priorities.
- b. Historical participation as a sponsor in City programs, events, or services.
- c. Timeliness or readiness of the prospective sponsor to enter into a Sponsorship Agreement.
- d. Promotional considerations provided to the prospective sponsor relative to the community benefit of the sponsorship.
- e. The operating and maintenance costs associated with the proposed sponsorship (if any).
- f. The degree of support from other City departments needed to evaluate and implement the terms of the Sponsorship Agreement.
- g. The prospective sponsor's record of past involvement in community and City projects

4.0 Disqualifying Criteria

Sponsorship proposals that feature any of the following will be rejected:

- a. Prospective sponsors whose business is substantially derived from gambling or sexually oriented services or products, or the manufacture or sale of tobacco, marijuana, weapons, or firearms.
- b. Prospective sponsors that, if associated with the City, may create the appearance that the City supports a particular religious or political point of view.
- c. Prospective sponsors having present or pending business agreements, permit approvals, or other associations with the City, if a Sponsorship Agreement would have an appearance of impropriety.
- d. Prospective sponsors that propose conditions that are inconsistent with the City's mission, values, policies, or planning documents.
- e. Profanity, obscenity, or hate speech.
- f. Prospective Sponsorship(s) that promote tobacco products, alcohol, marijuana, gambling, sexually related products or services, the sales or manufacturing of firearms or weapons, or products or services that are contrary to the interest of public health, safety, or welfare.

- g. Other factors that might affect or undermine the public trust or public confidence in the City's impartiality or interfere with the efficient delivery of City services or operations, including, but not limited to, the existence of, or possibility for, conflicts of interest between the sponsor and the City; the potential for the sponsorship to tarnish the City's reputation or standing among its citizens, or the potential to otherwise impair the ability of City to govern its citizens, or distract the City and its officers and employees from its mission.
- h. Any other reason that a proposed sponsorship is inconsistent with the City's best interests as determined by the City Manager in their sole discretion.

5.0 Requirements and Priority for Sponsorship Acceptance

- a. An executed Sponsorship Agreement between the sponsor and City is required prior to the commencement of any sponsorship.
- b. All recognition, advertising, and marketing materials in association with the sponsorship (including type, location, size, design, content and duration or display) are subject to approval by the City and must be compliant with all regulations by City ordinance and other City policies.
- c. If multiple potential sponsors desire to sponsor the same program, event, or service, those operating within the City of Mercer Island shall have priority over non-local potential sponsors.