



**Parks & Recreation Department**  
Department Policy & Procedure

**Corporate Sponsorship Policy**

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## **1.0 Introduction**

Anchorage Parks & Recreation (APRD) is faced, more frequently as time passes, with offers from private businesses and corporations interested in sponsorship of programs, facilities and other aspects of parks and recreation business. We, in turn, welcome partnership opportunities that enhance our ability to deliver parks and recreation services to the public as long as the services and products of those businesses are consistent with and appropriate to our mission and lines of business.

- 1.1 It is pragmatic in a time of shrinking public dollars to seek outside funding in order to maintain valuable and important programs and facilities, within specific boundaries and with built-in safeguards against misuse of this tool. This policy captures an activity previously not subject to guidelines.
- 1.2 This policy sets out guidelines for entering into corporate sponsorship agreements. Corporate sponsorships are distinct from corporate donations or gifts for which there is no recognition or compensation.

## **2.0 Purpose**

- 2.1 To outline the guidelines and procedures for entering into corporate sponsorship agreements.
- 2.2 To recognize that corporate sponsorships provide an effective means of generating new revenues and alternative resources to support APRD programs and facilities.
- 2.3 This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the corporation and where no business relationship exists.
- 2.4 This policy is not applicable to events authorized by a Special Events Permit issued by the Municipality of Anchorage.

## **3.0 Organizations Affected**

- 3.1 Anchorage Parks & Recreation Department (APRD)
- 3.2 Anchorage Parks & Recreation Commission (PRC)
- 3.3 Anchorage Park Foundation
- 3.4 Advisory Councils
- 3.5 Public Facilities Advisory Commission

## **4.0 References**

- 4.1 Public Facilities Advisory Committee Procedures (AO 87-73; AO 2006-51(S))
- 4.2 Municipality of Anchorage Title 21 Sign Ordinance
- 4.3 Park & Recreation Design Standards

## **5.0 Policy**

- 5.1 It is the policy of the Anchorage Parks & Recreation Department that:
  - 5.1.1 Corporate sponsorship agreements will exist in accordance with criteria and procedures set forth in this policy.
  - 5.1.2 Corporate sponsorships must support the mission and policies of APRD.
  - 5.1.3 Corporate sponsorships will not result in any loss of APRD jurisdiction or authority.
- 5.2 In general, the following industries and products are not eligible for corporate sponsorships with APRD: Police-regulated businesses; religious and political organizations; or companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography.

## **6.0 Definitions**

- 6.1 Corporation- a for-profit or non-profit entity (business, company, and merchant) acting under a legal charter (example: state business license) having its own rights, privileges and liabilities.
- 6.2 Corporate Sponsorship:
  - 6.2.1 Display by a specific corporation of its company logo or other form of corporate recognition on APRD property, in exchange for financial support and/or goods or services.
  - 6.2.2 Authorization by APRD for a specific corporation to promote its investment with us.
  - 6.2.3 An APRD facility, a portion of a facility, a program or an event named for a corporation in exchange for financial support and/or goods or services.

- 6.3 Parks & Recreation Commission- an advisory commission to the APRD, the Mayor, the Assembly and other municipal departments with respect to park and recreation matters.
- 6.4 Park Facilities- all facilities and land in the parks and recreation system of the Municipality under ownership, management and/or control of APRD.
- 6.5 Sponsorship Categories
- 6.5.1 Type A: Site-Specific Program Sponsorship: A neighborhood business, local merchant or local branch of a corporation sponsors a time limited event or program at an individual APRD facility.
- 6.5.2 Type B: Municipality-wide Program Sponsorship: A local corporation sponsors a time limited program that is held at multiple APRD facilities or has a municipal-wide presence.
- 6.5.3 Type C: Temporary Logo or Recognition Display Sponsorship: A sponsorship agreement that includes a display of recognition on park property for more than seven calendar days and less than one year.
- 6.5.4 Type D: Long-Term Sponsorship: A sponsorship agreement that includes the ~~naming~~ display of recognition of the corporate sponsor of a facility or portion of a facility ~~for a corporate sponsor~~ for more than one year.

## **7.0 Responsibility**

- 7.1 The Director of Parks & Recreation (hereinafter the Director) or designee is authorized to enter into corporate sponsorship agreements.
- 7.2 The Director will seek advice from the Parks & Recreation Commission on proposed agreements that fall into categories C or D above (6.5.3 & 6.5.4 above).

## **8.0 Advisory Councils**

- 8.1 The Director or designee will consult with the Community Councils, advisory councils and other partners on aspects of corporate sponsorship that might have an impact on their operations or programs.
- 8.2 The Director or designee will not approve a corporate sponsorship agreement affecting a community center or special program area without seeking input from the relevant Advisory Committee.

## **9.0 Signage**

- 9.1 The type, location, size, design, content, and duration of any advertising, advertising display or sponsor recognition must meet the Anchorage Code of Ordinances Title 21 Sign ordinance provisions and is subject to approval and therefore will be specified in the contract, permit or agreement.
- 9.2 Allowed signage and recognition display details, including type, location, size, design and content and duration of display, will be a component of the corporate sponsorship agreement; additional signage request require approval of the Director.
- 9.3 Freestanding billboards are not allowed within the Municipality.
- 9.4 Anchorage Parks & Recreation Department Sign Standards.

## **10.0 Sponsored Materials**

All sponsored products, materials and services require the Director's approval and must meet the specifications and standards used by APRD in the purchase of similar materials.

## **11.0 Employee Participation**

No employee of the Municipality is required to wear clothing with corporate logos or advertising.

## **12.0 Community Sports Teams**

Businesses and merchants may sponsor community sports teams (soccer, softball, etc.) and are not subject to the Corporate Sponsorship policy. The Director must approve any recognition of this corporate sponsorship on APRD property other than on uniforms.

## **13.0 Procedures**

- 13.1 All proposals for sponsorships must be submitted in writing to the Director or designee. It will be the responsibility of the Director to track all proposals.
- 13.2 The Public Facilities Advisor Committee, the Parks & Recreation Commission and APRD staff will review proposals that fall into categories C and D (6.5.3 and 6.5.4 above), and will provide comments and a recommendation to the Director.
- 13.3 The Director will review the proposal, seek advice from the Parks & Recreation Commission, if appropriate and make a decision on the proposal.

13.4 If the Director approves the proposal in principle, park planning staff will work with the Legal Department to draft a sponsorship agreement for signature. This agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to APRD; the marketing rights and benefits provided to the sponsor; and termination provisions. All contractual language will be consistent with applicable Municipal policies and ordinances and good business practices approved by the Municipality of Anchorage.

#### **14.0 Criteria**

The Director and Parks & Recreation Commission may use, but are not limited to, the following criteria when evaluating a corporate sponsorship proposal; in all cases, the Director (or designee) will have the prerogative to accept or reject the proposal:

- 14.1 The compatibility of the corporation's products, customers and promotional goals with the Anchorage Parks & Recreation Department's mission;
- 14.2 The corporation's past record of involvement in community and Municipal projects;
- 14.3 The desirability of association- the image;
- 14.4 The timeliness or readiness of the corporation to enter an agreement; and
- 14.5 The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation.
- 14.6 Community support for, or opposition to, the proposal
- 14.7 The operating and maintenance costs associate with the proposal
- 14.8 The corporation's record of responsible environmental stewardship.