



VILLAGE OF LOMBARD
BOARD POLICY MEMORANDUM

SUBJECT: Sponsorship Policy

No. TBD
Date: INSERT
By: Board of Trustees
Approved: INSERT

I) STATEMENT OF POLICY

The Village of Lombard shall seek sponsors to further its mission by providing monetary or in-kind support for programs, services or departments. Sponsorship does not constitute an endorsement by the Village of the sponsor, its organization, products or services. The Village maintains a sponsorship program as a nonpublic forum and exercises sole discretion over who is eligible to become a sponsor according to the terms of this policy.

The Village will neither seek nor accept sponsorships that are offensive to segments of the citizenry, aesthetically displeasing, politically oriented or may damage the public trust or perception of Village impartiality. The Village will neither seek nor accept sponsors that manufacture or provide services or products or take positions inconsistent with local, state or federal law or with local policies, positions or resolutions.

II) PURPOSE/OBJECTIVE

The purpose of this policy is to set forth standards, guidelines, and approval criteria for solicitation, consideration and acceptance of municipal sponsorships. This policy is designed to protect the mission, image and values of the Village of Lombard. No sponsorship shall be approved that will compromise the Village's reputation, mission, image, values of aesthetic interests.

This policy is also designed to:

- The purpose of this Policy is to establish general principles and guidelines for entering into municipal sponsorship agreements with the Village;
- Establish consistent procedures and practices and ensure an open and fair public process for solicitation and consideration of sponsorship opportunities by Village staff;
- Provide the Village of Lombard with full and final decision making authority on any sponsorship opportunity, thus protecting its integrity and the integrity of its facilities, events and services;

- Allow eligible outside entities interested in sponsorship opportunities, potential sponsors, to easily view and understand the various sponsorship opportunities available;
- Help potential sponsors, Village staff and the public to better understand the procedures for sponsorship.

III) DEFINITIONS

- a. Sponsor – An individual or entity selected for sponsorship that enters into a sponsorship arrangement with the Village with the intent of promoting itself and/or its products or services.
- b. Municipal Sponsorship – A business relationship in which two entities exchange things of value. The value can be financial, in-kind or benefits related to visibility/exposure, publicity or market reach. Municipal Sponsorships include funds, products or services provided by a company or individual to the Village, in consideration of the opportunity for the company or individual to promote its name, product or service in conjunction with a Village program, event, or activity.

IV) SPONSORSHIP CRITERIA

Municipal sponsorships are offered and maintained as a nonpublic forum. Municipal sponsorship agreements are not an endorsement of that sponsor or its services, but a sponsorship may be perceived or imply some affiliation between the Village and the sponsor. Such perceived affiliation can affect the public trust and the Village's ability to govern equitably, effectively, and efficiently. Therefore, no potential sponsor and no offer of sponsorship will be approved that might compromise the public trust or the public perception of the Village's ability to act in the public interest, or that the Village deems might have a negative impact on its mission, image or values. The Village preserves its right and discretion to exercise full editorial control over the placement, content, appearance and working of all sponsorship messages.

V) PROHIBITED PROMOTIONS

It is the Village's desire to identify eligibility standards for municipal sponsors and their messages. Sponsorships and outside entities that the Village deems to be unsuitable or contrary to community standards of appropriateness are prohibited, including the following subject matters:

- Promotions of tobacco product sale or consumption;
- Commentary, advocacy, or promotion of issues, candidates, campaign or organizations of political or religious nature;

- Depictions of nudity, semi-nudity, profanity, obscenity, or lewdness; characterizations suggesting, depicting or promoting sexually oriented products, activities, and materials;
- Commentary, advocacy or promotion of hate speech;
- Promotions of use or sale of firearms, explosives or other weapons or depiction, suggestion or glorification of violence or violent acts;
- Promotion in any form of illegal drugs, drug use or drug materials or characterization promoting or glorifying the same;
- Language or descriptive material which is unsuitable for or contrary to community standards of appropriateness for governmental or family publications;
- Depiction in any form of illegal products, activities or materials;
- Alcoholic beverages and establishments licensed to sell and primarily selling alcoholic beverages, including bars, taverns and liquor stores, where such sponsorship is directly linked to activities, events, assets, facilities or services targeted towards individuals under the legal drinking age; and,
- Any message that may adversely impact the mission, image, values and goals of the Village of Lombard

VI) APPROVED CONTENT

Sponsorship recognition messages may identify the sponsor or product but should not promote or endorse the sponsor or its products or services. Generally used forms of branding and advertising including, but not limited to those items set forth below, are generally consistent with this policy and shall be potentially approvable messaging for municipal sponsorships:

- Name of organization;
- Organizational logos that identify (rather than promote) the organization or its products or services;
- Sponsor product or service line, described in brief, generic, objective terms;
- Brief contact information for the organization;
- Potential sponsorship opportunities that are more interactive than the permissible recognition messages above may also be permitted for certain events, facilities or services under this policy. These include, but are not limited to:
 - Give-away items, coupons, or other sponsor related marketing materials;

- Event booth space;
- Contests, drawings or other activities that request a response

VII) PROHIBITED CONTENT

Except as otherwise permitted above, statement that advocate, contain price information or an indication of the associated savings or value, request a response, or contain comparative or qualitative descriptions of products, services, or organizations will ordinarily not be accepted. The following messaging for municipal sponsorships will ordinarily not be permitted:

- Advocacy statements;
- Price information;
- Indication of savings or value;
- Requests for or prompting of response/action;
- Comparative or qualitative descriptions of products, services or organizations;
- Statements advocating or endorsing an organization, product or service

VIII) AUTHORIZATION REQUIRED

All property, events and publications of the Village of Lombard are intended and exclusively used for business operations of the Village in providing governmental services and programs to and for its residents. Except as provided by law or expressly established by an affirmative action of the Village of Lombard, no property, publication, or event of the Village of Lombard shall be intended or considered as an open, limited, or designated public forum, and no person or group shall have a right to access or use any Village property or publication for any purpose other than the intended and authorized governmental purpose or service. Placement of sponsorship message upon Village property, in Village publications or as part of Village events shall require specific authorization.

The Village possesses sole and final decision-making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse to enter into any proposed sponsorship agreement. Village staff shall develop internal procedures for receiving and processing Village sponsorship application. Such procedures shall be approved, and amended when appropriate, by the Village Manager

Sponsorship requests shall be submitted through an application for sponsorship in a manner and form as outlined by the Village. Sponsorship agreement based upon responses to an application shall be reviewed and approved in accordance with the following guidelines:

- Sponsorship proposals projected to generate more than \$25,000 shall be approved by the Board of Trustees;
- Sponsorship proposals projected to generate \$25,000 or less shall require the written approval of the Village Manager

IX) CRITERIA FOR REVIEW

The Village shall consider the following criteria in evaluating and before accepting a proposal or entering into a sponsorship agreement or commitment:

- Extent and prominence of the public display of sponsorship;
- Aesthetic characteristics of the public display of sponsorship;
- Importance of the sponsorship to the mission of the Village of Lombard;
- Level of support provided by the sponsor;
- Other factors that might undermine public confidence in the Village's impartiality or interfere with the efficient delivery of Village services or operations including, but not limited to, current or potential conflicts of interest between the sponsor and the Village of Lombard employees, officials, or affiliates, and the potential for the sponsorship to tarnish the Village's standing along its residents or otherwise impair the ability of the Village to govern its residents.