

SPONSORSHIP POLICY

Potential Provisions – 2019 Budget Year



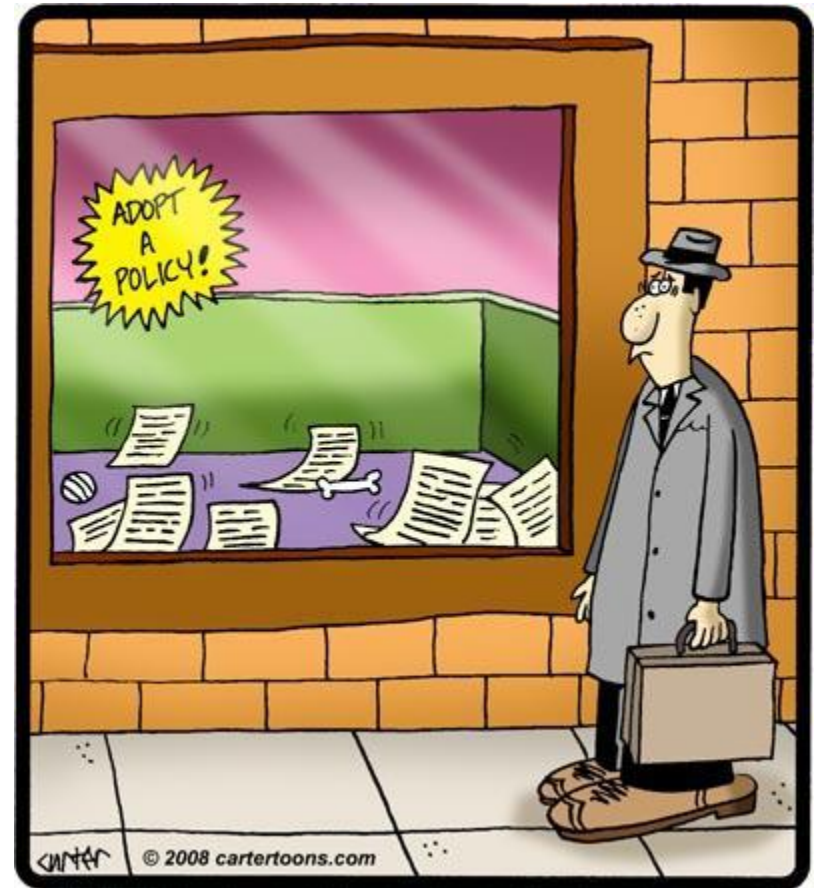
Overview

- Committee direction to explore policy for sponsorship
- Recommendation to develop private sponsorship options to offset costs for Cruise Nights in 2019
- Staff identified sample policies
- Today review and evaluate potential provisions
- Specific details regarding event specific sponsorship opportunities forthcoming



Policy Components

- Statement of Policy
- Purpose/Objective
- Definitions
- Sponsorship Criteria
- Approved/Prohibited Content
- Procedures





Statement of Policy

- Introductory language setting forth basic tenets of policy
- Sample language:
 - ❑ The Village maintains sponsorship program as a nonpublic forum and exercises sole discretion over who is eligible to become a sponsor according the to terms of this policy.
 - ❑ 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.
 - ❑ Sponsorship does not constitute an endorsement by the Village of the sponsor, its organization, products or services.

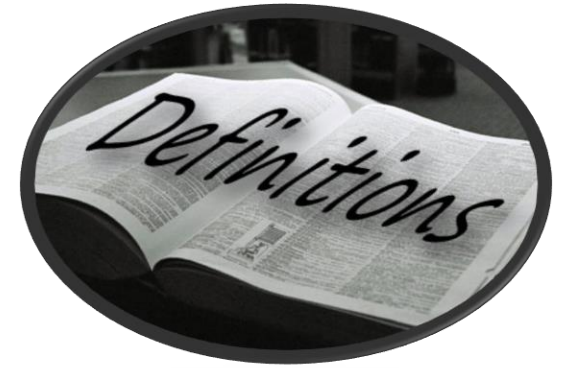
Purpose/Objective

- Why do we have this policy?
- Sample language:
 - ❑ Purpose is to establish general principles and guidelines for entering into sponsorship agreements with the Village;
 - ❑ Sponsorships are a privilege, not a right, and are therefore subject to regulation by the Village;
 - ❑ Ensure open and fair public process for soliciting and considering sponsorship opportunities;
 - ❑ Establish consistent procedures and practices for solicitation of sponsorships by staff



start
with why

Definitions



- Defining the terms used in the policy
- Sample terms:
 - ❑ Sponsor – An individual or entity selected for sponsorship who enters into a sponsorship arrangement with the Village with the intent of promoting itself and/or its products or services.
 - ❑ 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 City, 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.

Sponsorship Criteria



- Identify eligibility standards for sponsors and message
- Sample prohibitions:
 - ❑ 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;
 - ❑ Promotion in any form of **illegal drugs, drug use** or drug materials or characterization promoting or glorifying the same;

Sponsorship Criteria - Continued

- ❑ Promotions of use or sale of **firearms**, explosives or other **weapons** or depiction, suggestion or glorification of violence or violent acts;
- ❑ Depiction in any form of **illegal products**, activities or materials;
- ❑ Language or descriptive material which is unsuitable for or **contrary to community standards** of appropriateness for governmental or family publications;
- ❑ Promotion of messaging that paints the Village in a negative light



Sponsorship Criteria - Alcohol



- ❑ **Alcoholic beverages and establishments** licensed to sell and primarily do sell alcoholic beverages, including bars; provided that food service establishments or places of lodging may be authorized only when the sale of alcohol is incidental to providing food service or lodging.
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- ❑ **Alcoholic beverages** when targeted audience of Municipal Sponsorship are youth under the legal drinking age;
- ❑ **No restrictions** relating to alcohol;

Approved content



- Approved content for messaging/sponsorship
- Sample terms:
 - Name of organization;
 - Organizational slogans 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'
 - Potentially permissible:
 - Give-aways, coupons, marketing materials;
 - Event booth space;
 - Contests, drawings or other activities that request a response

Prohibited content



- Restrictions on messages – No promotion or endorsement of sponsor
- Prohibited terms:
 - ❑ 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

Procedures



- How are sponsors solicited and approved
- Sample provisions:
 - ❑ Upon approval of a sponsorship, sponsor and Village shall enter sponsorship agreement;
 - ❑ Sponsorships that have been denied, may be appealed to the Village Manager, whose decision shall be final;
 - ❑ Development of applications, agreements, terms and conditions;
 - ❑ 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



QUESTIONS?
COMMENTS?