

**PARKS, RECREATION & CULTURAL SERVICES
MEMORANDUM #04-2017**

DATE: February 13, 2017
TO: Honorable Mayor Joyce Downing and City Council Members
FROM: James A. Hayes, AICP, City Manager *JH*
Amanda J. Peterson, Director of Parks, Recreation & Culture *APP*
Paula Jensen, Director of Management Services *PJA*
SUBJECT: CR-19 - Sponsorship Guideline Approval

PURPOSE

Staff is seeking City Council approval of CR-19, regarding the sponsorship guideline.

BACKGROUND

This sponsorship guideline was originally brought forward in April 2015, but was not finalized nor adopted. Both prior to that time, and since, staff have encountered several instances which prompted the desire to formalize the City's acceptance of sponsorships for events and programs. One such example is a request from a business in the marijuana industry to sponsor an event that has a target audience of middle school aged youth. Although that sponsorship was declined, it was realized that there was not a guideline or procedure in place that gave or denied staff the authority to make this judgment call.

This guideline was created, based on a template that has been used by other parks and recreation agencies, to provide staff with direction. This guideline will create consistency citywide. The guideline largely follows current practice, and has been reviewed by the city's attorney.

Direction was sought, via email, from City Council in late 2016 regarding the specific inclusion or exclusion of accepting sponsorship from marijuana related businesses. Four council members responded, each in favor of considering marijuana related businesses to sponsor events, in accordance to state law. As presented, the guideline does allow for marijuana related businesses to sponsor events.

The Parks and Recreation Advisory Board discussed the guideline in detail, both in 2015 and again in January 2017. The board recommended the guideline be brought before City Council for approval as presented.

UPDATE

Staff presented the draft sponsorship guideline at the City Council Study Session on January 23, 2017. Direction was given at that meeting to bring forward the guidelines as presented, with no changes.

BUDGET IMPLICATIONS

There are no direct budget implications associated with the acceptance of the proposed guideline.

TIME IMPLICATIONS

There are no time implications associated with the acceptance of the proposed guideline.

NEXT STEPS

Council may approve, deny or table the resolution and associated sponsorship guideline.

STAFF RECOMMENDATION

Staff recommends that the resolution and the associated sponsorship guideline, as presented, be approved.

STAFF REFERENCE

Please contact Amanda J. Peterson, Director of Parks, Recreation & Cultural Services at apeterson@northglenn.org or Paula Jensen, Director of Management Services at pjensen@northglenn.org with any further questions.

ATTACHMENTS

Sponsorship Guideline (Attachment A)

SPONSORED BY: MAYOR DOWNING

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-19
Series of 2017

Series of 2017

A RESOLUTION APPROVING SPONSORSHIP GUIDELINES FOR THE CITY OF NORTHGLENN, COLORADO

WHEREAS, the City produces and organizes educational, cultural, recreational, and informational programs and events to foster a sense of community among the City's residents;

WHEREAS, it is in the best interest of the City to create and enhance relationship-based sponsorships in an effort to utilize and maximize the community's resources and to improve community events; and

WHEREAS, the City Council desires to formalize the City's acceptance of sponsorship for events and programs with the approval of the attached Sponsorship Guidelines.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The City Council hereby approves the Sponsorship Guidelines for the City of Northglenn, Colorado, attached hereto as **Exhibit A**.

DATED at Northglenn, Colorado, this ____ day of _____, 2017.

JOYCE DOWNING
Mayor

ATTEST:

JOHANNA SMALL, CMC
City Clerk

APPROVED AS TO FORM:

COREY Y. HOFFMANN
City Attorney

Sponsorship Guidelines

Introduction

The following Sponsorship Guidelines are for the City of Northglenn (the “City”) as it engages in conduct to foster a sense of community among the City’s residents through the City’s events. The City produces and organizes educational, cultural, recreational, and informational programs and events that generate broad community appeal and participation.

To offset financial and other costs, the City may accept gifts, grants, donations, and contributions for the production, acquisition, and promotion of those programs and events. The City acts as the patron of culture and art or the promoter of community and civic values through these programs and events and does not, by accepting such gifts, grants, donations, and/or contributions, open these programs and events to the demands of the commercial marketplace. The City’s acceptance of such gifts, grants, donations, and contributions for these programs and events does not create an obligation of the City to do anything for the benefit of the donor or contributor.

The City may choose to acknowledge a donor or contributor of a program or event by way of identifying such donor or contributor as a “sponsor,” provided that the sponsor relationship that is formed furthers the City’s mission and goals. The identification of such sponsors and any recognition given are addressed in these Sponsorship Guidelines.

Purpose

In an effort to utilize and maximize the community’s resources and to improve community events, it is in the best interest of the City to create and enhance relationship-based sponsorships. This may be accomplished by providing local, regional, and national commercial businesses and non-profit groups a method for becoming involved with the many opportunities provided by the City. The City delivers quality, life-enriching activities to the broadest base of the community. It is the goal of the City to enhance the events, activities and/or facilities for the community.

Guidelines for Acceptable Sponsorships

The Guidelines for accepting sponsors of City programs and events are outlined in two parts: Principles and Procedures. The Principles involve broad concepts that reflect the philosophy and standards for sponsors of City programs and events. The Principles form a background for the Procedures, which are the specific rules associated with the sponsorship of City programs and events.

SPONSORSHIP PRINCIPLES

Principle 1: Relationship-Based Sponsorship

The City of Northglenn accepts gifts, grants, donations, and contributions from various sources and the City is not obligated to provide any publicity or advertising in return. The City may choose, on a case-by-case basis, to enter into a relationship-based sponsorship with a donor or contributor of funds for City properties, facilities, events or programs. The City may choose to enter into a relationship-based sponsorship as an expression of gratitude for the donation or contribution by giving public recognition consistent with these Guidelines.

Principle 2: Sponsorship Sources

The City of Northglenn seeks relationship-based sponsorships from a broad spectrum of funding sources: businesses, non-profit groups, individuals, government agencies, and others that create mutually

beneficial relationships for the City of Northglenn. All potentially sponsored properties, facilities, events or programs should be reviewed in terms of creating synergistic working relationships with regards to benefits, community contributions. All sponsored components should promote the mission and the goals of the Parks, Recreation and Cultural Services Department and Community Engagement Division, and/or other departments, as applicable. Potential conflicts of interest or problems with community misperception, confusion, or similar reasoning regarding the sponsor's role and/or influence with and/or endorsement by the City will be considered in accepting or rejecting the sponsor.

Principle 3: Mission & Goals

All sponsored components should promote the mission and the goals of the Parks, Recreation and Cultural Services Department, Community Engagement Division, and/or other departments as applicable, as follows:

Mission

The City of Northglenn's Department of Parks, Recreation & Cultural Services and the Community Engagement Division strive to provide high quality recreation programs, parks, facilities, special events and community engagement opportunities to create community interaction, promote physical health and wellbeing and enhance the quality of life for residents and participants.

Goals

The City Council of the City of Northglenn finds, determines and declares that it is necessary and desirable that the City undertake to provide parks and recreation services, within the territorial limits of the City; and that it is necessary and desirable that the City provide recreation facilities of high quality to its citizens. In addition, the city seeks to provide family friendly community events and engaging volunteer opportunities.

Principle 4: No Expectation of Sponsorship:

These Sponsorship Guidelines do not create a promise or guarantee by the City, its elected officials, or its employees that in exchange for the receipt, in whole or in part, of a donation or contribution to a program or event, the City shall be obligated to accept a donor or contributor as a sponsor, nor require the City, its elected officials, or its employees to identify or promote a donor or contributor, even if such donor or contributor promotes the mission and goals of the City.

SPONSORSHIP PROCEDURES

Procedure 1: Identification of Sponsors

The following questions must be addressed for identifying sponsors:

- Is the sponsorship reasonably related to the purpose of the facility or programs as exemplified by the mission statement and goals of the involved department?
- Will the sponsorship help significantly enhance the event, generate more revenue, and/or result in less cost per participant than the City can provide without it?
- What are the real costs, including staff time, for procuring the amount of cash or in-kind resources that come with the generation of the sponsorship?

Sponsorships which shall NOT be considered are those which:

- Promote practices that, if they took place in the City, would violate U.S. or state law (i.e. - dumping of hazardous waste, exploitation of child labor, etc.
- Promote drugs, alcohol, or tobacco to a primarily youth audience and/or constitute a

- violation of law.
- Duplicate programs offered by the City of Northglenn.
- Exploit participants or staff members.
- Offer benefits which may violate other accepted policies.

Procedure 2: Sponsorship Plan and Approval Levels

Upon identifying a sponsor for a City project or program, as set forth in Procedure 1, a written sponsorship plan specific to that project or program must be approved by a Recreation Supervisor or a Department Director for consistencies with the Principles of these Guidelines. In addition, each sponsorship will require separate approvals based upon the Sponsorship Levels identified below:

Under \$1,000	The program or project staff may approve this level of sponsorship plan, with review by a Recreation Supervisor or approved designee.
\$1,001 to \$10,000	The sponsorship plan needs approval of a Department Director.
\$10,001 to \$50,000	The sponsorship plan needs approval of the Department Director and City Manager.
Over \$50,000	The sponsorship plan needs approval by City Council.

The responsibility for meeting the Principles and Procedures of these Sponsorship Guidelines rests with the designated approving person(s), based upon the Sponsorship Levels set forth herein. Within these Sponsorship Guidelines, a number of individual questions of judgment or interpretation may arise. Such questions of judgment or interpretation will be dealt with on a case-by-case basis by the designated approving person(s).

Procedure 3: Sponsorship Assets and Related Benefits Inventory

The City possesses certain methods of expressing gratitude through its Sponsorship Assets. The selection of which Sponsorship Asset(s) will be used for an identified sponsor should reflect fair, equitable, and consistent standards and procedures based upon the project or program and the Sponsorship Level. It is important that all sponsorships of equal levels across program areas within Parks & Recreation and Community Engagement yield the same value of benefits for potential sponsors. If a sponsor’s contribution provides only partial support for the project or program, the partial nature of the support should be made clear or the other funders also be identified. The City’s Sponsorship Assets include, but are not limited to, the following:

- Business card sized recognition in the city’s parks and recreation brochure
- Recognition in the city’s monthly newsletter
- Banner identifying sponsor displayed during the event
- Link to sponsor’s Web site on the city’s Web site and the city’s Facebook page
- Sponsor identified on event posters and fliers that are distributed through area
- Complimentary use of a park pavilion during the event
- Booth space at the event
- Sponsor recognized as a sponsor
- Complimentary registrations for your organization’s families during the event
- Identification of sponsor on participant and/or staff event t-shirts
- Half page recognition of sponsor in printed theatre program

If the City chooses a retail marijuana establishment as defined in section 12-43.4-103(15), C.R.S. as a sponsor of a program or event, the retail marijuana establishment's identity or logo may not be included on the following:

- *Banners or posters or other medium that is visible to members of the public from any street, sidewalk, park, or other public place;*
- *Fliers, handbills or leaflet handed directly to people in a public place; or*
- *Signage at an event or promotions of an event without the Retail Marijuana Establishment providing reliable evidence that no more than 30% of the audience at the event and/or viewing the promotions of the event is under the age of 21.*

Procedure 4: Hierarchy of Sponsors

A hierarchy of Sponsors for events, programs, or facilities with more than one sponsor is listed below from the highest level to the lowest. Not all levels will necessarily be used in each Sponsorship Plan. Note that the hierarchy is not dependent on specific levels or amounts of sponsorship. Specific levels and amounts should be designed for each property before sponsorships are procured within the approved Sponsorship Plan.

Hierarchy of Sponsorship Levels (lowest to highest)

- Program Friend
- Small Community Events
- Large Community Events
- Community Combo
- Series Events
- Community Partner
- Northglenn Champion

This hierarchy will help determine the appropriate acknowledgement for the sponsor's donation or contribution. New sponsorship opportunities may be added at any time, with sponsorship levels and benefits to be developed in accordance with guidelines outlined in this document.

Procedure 5: Editorial Control of Content:

All logos, messages, taglines, etc. that are submitted for public display or publication are subject to staff review, and shall support the goals and mission of the department and be appropriate for the specific audience to which the sponsorship is directed. Factors to be considered by staff include, but are not limited to, the following when selecting content for public display:

- The desirability of avoiding non-commercial proselytizing of a "captive audience" of event spectators and participants;
- The constitutional prohibition on any view-point related decisions about permitted advertising coupled with the danger that the city would be associated with advertising anyway;
- The desire of the city to maximize income from sponsorship, weighed against the likelihood that commercial sponsors would be dissuaded from using the same forum commonly used by persons wishing to communicate non-commercial messages, some of which could be offensive to the public;

- The desire of the Agency to maintain a position of neutrality on political and religious issues; and
- In the case of religious advertising and political advertising, specific concerns about the danger of “excessive entanglement” with religion (and resultant constitutional violations) and the danger of election campaign law violations, respectively.

Procedure 6: Sponsorship Contact Database

A designated staff person or representative of the Parks & Recreation Department or Community Engagement will keep an updated list of all current sponsors, sponsored activities, a copy of all sponsorship plans and contacts related to sponsorship. Upon the acceptance of a donor or contributor as a sponsor of a program or event, staff may contact the donor or contributor to inquire into its interest in sponsoring a future, similar program or event.

Purpose of Maintaining the Database:

- Limit duplicate inquiries of one sponsor;
- Allow management to make decisions based on most appropriate inquiries and levels of benefits offered; and
- Keep a current list of all supporters and contacts; and
- Help provide leads for new donors, if appropriate

All other staff will have access to the database, but will be limited to printouts of listings of names of sponsors and their sponsored events. This limited access will provide information to help limit duplicated inquiries, and will also protect existing sponsor relationships, while allowing the evaluation of future sponsorships to occur at a management level.

If a potential sponsor is already listed, staff should not pursue a sponsorship without researching the sponsor’s history with the most recently sponsored division. If more than one division wishes to pursue sponsorship by the same company, the Department Director shall make a decision based on several variables, including but not limited to:

- History of sponsorship, relationships, and types of sponsorship needed
- Amount of funding available
- Best use of funding based on departmental priorities

Procedure 7: Sponsorship Committee

A committee consisting of the supervisors of each program using sponsorships and the Director of Management Services and the Director of Parks, Recreation & Cultural Services shall meet twice per year to review the database, exchange current contract samples, and recommend adjusting benefit levels and guideline as needed. Changes shall not take effect before approval by both of the Department Directors.