

**TOWN OF  
APPLE VALLEY, CALIFORNIA**

**AGENDA MATTER**

**Subject Item:**

**ADOPTION OF POLICY FOR SPONSORSHIP AND NAMING/RENAMING FOR TOWN FACILITIES AND PROGRAMS**

**Summary Statement:**

As the Town's budget continues to contract, Town staff continues to look for alternate revenue streams to maintain or enhance services, particularly in the area of parks and recreation. We have acclaimed programs, popular special events and high-quality facilities that hold value and appeal to businesses, organizations and individuals that might wish to contribute.

Per direction at the August 23, 2011 Council meeting, this item is a proposed policy for the solicitation and processing of sponsorships for Town events, programs and facilities, and the matter of naming, renaming and other recognition opportunities these entail. The policy is intended to provide direction to staff in the solicitation and acceptance of such contributions.

The proposed policy incorporates the applicable sections of Policy and Procedure CS-2, Sponsorship Policy (Adopted January 8, 2008), as well as Policy and Procedure CS-3, Naming of Parks and Facilities (Adopted January 8, 2008), and staff recommends rescinding those policies concurrent with the adoption of this proposal. Both are attached for review.

**Attachments:**

Proposed Sponsorship and Naming/Renaming Policy  
TOAV Policy and Procedure CS-2 (1/2008) – Sponsorship Policy  
TOAV Policy and Procedure CS-3 (1/2008) – Naming of Parks and Facilities

**Recommended Action:**

Adopt Sponsorship and Facility Naming/Renaming Policy.

Proposed by: Kathie Martin, Mrktng & Public Affairs Officer      Item Number \_\_\_\_\_

T. M. Approval: \_\_\_\_\_ Budgeted Item    Yes    No    N/A

# **POLICY: SPONSORSHIPS AND NAMING/RENAMING OF TOWN FACILITIES AND PROGRAMS**

## **Section 1. Purpose**

The purpose of this policy is to allow the Town of Apple Valley to actively seek alternate revenue sources to maintain or enhance current facilities and services through sponsorships.

This policy provides guidelines that shall apply to the Town's participation in sponsorship and naming rights agreements ("Sponsorship Agreements"). A Sponsorship Agreement is a contract between the Town of Apple Valley and an external party that may be an individual, corporation, partnership, or other business entity or organization ("Sponsor"), by the terms of which the Sponsor provides funds, goods or services to the Town of Apple Valley as consideration for recognition, acknowledgement, or other promotional considerations or benefits, in respect to a Town facility, property or program.

Sponsorship Agreements are distinct from individual, business or other donations or gifts to the Town for which there may be no consideration or recognition. This policy also establishes a consistent approach, criteria and guidelines specific to exclusive right to use the names of Town of Apple Valley facilities or events as a means of acknowledging a Sponsor.

## **Section 2. Sponsorship Opportunities**

Opportunities for sponsorships include, but are not limited to:

1. Park/Facility Development (New– financial or in-kind support associated with the design, construction or improvements of a particular facility such as playgrounds, picnic areas, dog parks, tennis courts, buildings (new or renovated).
2. Events – financial or in-kind support for events or special programs organized by the Town.
3. Naming rights – annual financial support associated with a long term contractual agreement, or significant contribution to the development of a new facility or amenity.
4. Recreation programs – financial or in-kind support of existing programs such as youth sports, running events, aquatics programs, et al; or contributions to offer a new program if it is determined to fit within the goals and objectives of the Town.
5. Other recurring or one-time programs, projects and events presented by the Town.

## **Section 3. Sponsorship Agreements**

1. Town staff may actively solicit proposals for sponsorships, including naming rights, for municipal facilities or events, with the prior approval of the department manager under whom the program or facility falls.

2. Sponsorship Agreements must safeguard the Town's assets and interests, and result in benefits to the Town and its residents.
3. The Town will only enter into Sponsorship Agreements that are consistent with the Town's character, values and service priorities.
4. No Sponsorship Agreement will impair or diminish the authority of the Town and its responsibilities in respect to any municipal facility or event that is the subject of the Agreement.
5. All Sponsorship Agreements shall be subject to all state, federal and local laws, ordinances, rules, and regulations.
6. Sponsorship Agreements that will generate more than \$25,000 in annual revenue or in-kind goods or services to the Town and all naming rights agreements, regardless of dollar amount, will be subject to the approval of the Town Council.
7. The Town shall always have the right and opportunity to reject any submitted proposals.
8. The Town shall also have the right at any time to suspend or terminate a Sponsorship Agreement if circumstances arise whereby the continued arrangement would no longer satisfy the selection criteria by which the Sponsorship was initially evaluated and approved.
9. Sponsorship Agreements shall define the type of recognition, commensurate with the level of support. These may include renaming of a facility or program, short and long-term signage, publicity through Town outlets and other media, and name and logo usage on marketing materials for the facility or program.

### **Section 3. Selection Criteria**

The Town will determine and use selection criteria, based upon the nature and character of each proposed Sponsorship Agreement, to evaluate potential Sponsorship Agreement opportunities. The selection criteria used to evaluate a prospective sponsor ("Prospective Sponsor") may include, but shall not be limited to:

1. Consistency of the Prospective Sponsor's products, customers and promotional goals with the Town's character, values and service priorities;
2. The Prospective Sponsor's historical participation and association with community projects, events and continued willingness to participate;
3. Community support for, or opposition to, the proposed sponsorship;
4. The operating and maintenance costs associated with the proposed sponsorship;
5. Anticipated public perception of the association of the Town and the Prospective Sponsor;

6. The Prospective Sponsor's regard for and demonstrated success in valuing diversity;
7. The Prospective Sponsor's regard for and demonstrated success in environmental stewardship.

The Town may not enter into Sponsorship Agreements with any of the following, based upon review of the resulting benefit, perception and best interest of the community:

1. Business or non-profit entities not currently providing goods and/or services to the citizens of the Town.
2. Businesses that are subject to regulation or monitoring by local, state or federal law enforcement agencies, including the Apple Valley Police Department, for regulatory compliance (e.g. sexually oriented businesses, bars, massage facilities, gun shops, manufacturers or sellers of firearms or weapons).
3. Religious or political organizations.
4. Commercial enterprises whose business is substantially derived from the sale or manufacture of alcoholic or tobacco products.
5. Individuals or commercial enterprises having past, present, or pending business agreements or associations with the Town, if a Sponsorship Agreement would have an appearance of impropriety.
6. Any Sponsorship Agreement that will or may promote tobacco products, alcohol, 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.

#### **Section 4. Naming Criteria**

##### Naming/Renaming associated with a contribution:

1. An existing Town recreation area, park, facility or event may be named after an individual, corporation, or other entity as recognition for financial support, where such naming is consistent with applicable Town guidelines and policies.
2. If a proposed Sponsorship Agreement will result in a name change to an existing facility, the history and legacy of the current municipal facility name should be taken into consideration and/or incorporated within the proposed new name.
3. A proliferation of names for different parts of the same facility should be kept to a minimum.
4. Town-owned land or facilities shall not normally be named after living persons unless it is deemed appropriate to take such action on the basis of a significant

contribution, monetary or otherwise, which warrants deviation from this policy guideline.

5. Town-owned land or facilities may not be named after a seated elected or appointed official, or for a period of time less than three years from vacating the seat.
6. Town-owned land or facilities may not be named after a person whose contribution was a part of that person's normal duties as an employee of the Town.
7. To be named after an individual, family or organization, that entity must have:
  - a. Made a lasting and significant contribution to the betterment of a facility or park
  - b. Made substantial contributions to the advancement of recreational opportunities within the Town

Naming/renaming not associated with a contribution:

The following principles will apply:

1. Geographic location
2. Unique, significant and/or historical feature or people pertaining to the site, or have historical, social or cultural significance for future generations
3. Commemorate places, people or events that are of continued importance to the Town
4. Have broad public support

**Section 5. Responsibilities**

**Department:** A department considering a potential Sponsorship Agreement shall prepare a proposal setting forth the scope of a sponsorship program or project, including a description of the community benefit, financial goals, means of recognition and potential interested sponsors.

**Town Manager:** All sponsorship proposals must be reviewed and approved by the Town Manager or his designee.

**Town Attorney's Office:** The Town Attorney's Office will provide legal review of Request for Sponsorship documents and will review and approve the terms and conditions of proposed Sponsorship Agreements more than \$25,000.

**Parks and Recreation Commission:** The Parks and Recreation Commission shall review Sponsorship Agreements or other proposals that would result in the renaming of any parks and recreation facility or program.

**The Town Council:** The Town Council will consider approval and authorization of all Sponsorship Agreements that are anticipated to generate more than \$25,000 in annual revenue or in-kind goods or services to the Town, and all naming rights, regardless of the dollar amount.

### **Section 6. Procedures**

The general procedures for the Town's participation in Sponsorship Agreements are as follows:

1. The department considering a Sponsorship Agreement will prepare a written proposal, defining the scope of a sponsorship program or project, including a description of the community benefit, financial goals, means of recognition and potential interested sponsors. Proposals will then be submitted to the Town manager or designee for approval.
2. If a proposed Sponsorship Agreement will result in a name change to an existing facility, the history and legacy of the current municipal facility name should be taken into consideration and/or incorporated within the proposed new name.
3. The Sponsorship Agreement will take into consideration the valuation of the potential sponsorship.
4. Valuations should consider the following:
  - a. All tangible assets that are the quantitative benefits arising from a sponsorship package, such as media advertising, or printed ticket logos, or other publications; and
  - b. All intangible assets, which are the qualitative benefits that may arise from such a sponsorship, such as audience loyalty, audience recognition and prestige of the organization's marks and logos and standing in the community; and
  - c. Geographic reach/market impact factors, such as the number, size and value of the market(s) in which the sponsor will promote its affiliation with the facility, or event, or the desirability of Town property to a particular sponsor category.
5. If the sponsorship valuation indicates that the proposed Sponsorship Agreement may potentially result in more than \$25,000 in annual revenue, or goods or services to the Town, the initiating department will develop a Request for Sponsorship ("RFS").
6. Following the receipt of proposals, the department that initiated the Sponsorship Agreement proposal will review and evaluate all responsive proposals. The proposal for a Sponsorship Agreement that is most responsive and advantageous to the Town will be submitted to the Town Council for its consideration and possible approval.

7. If a proposed Sponsorship Agreement is anticipated to result in less than \$25,000 in annual revenue, or goods or services to the Town, and does not involve naming rights, the department may contract directly with a Prospective Sponsor, without issuing an RFS. The Town may elect to issue an RFS for Sponsorship Agreements that may result in annual revenue less than \$25,000, if it is deemed appropriate considering the circumstances, or is otherwise deemed to be in the best interest of the Town.
8. The Town shall always have the right and opportunity to reject any submitted proposals. The Town shall also have the right at any time to suspend or terminate a Sponsorship agreement if circumstances arise whereby the continued arrangement would no longer satisfy the selection criteria by which the Sponsorship was initially evaluated and approved.
9. For naming/renaming requests not associated with a contribution, a request consisting of the proposed name, strong, compelling reasons for the proposal, and justification for a name change (if applicable) shall be submitted to the Parks and Recreation Manager, for review by the Parks and Recreation Commission. The Town Council shall have final review.

## **POLICY & PROCEDURE** Apple Valley Community Services Department

<b>TITLE: SPONSORSHIP POLICY</b>	<b>NO: CS-2</b>
<b>APPROVED BY: Town Council</b>	<b>DATE: 01/08/08</b>

### **Background**

To maintain and enhance the Town parks and recreation programs, the Town of Apple Valley's Community Services Department is actively seeking to establish alternate revenue streams that will allow the department to maintain the services that are currently delivered to the community and/or provide enhanced levels of service when applicable. One of the alternate revenue sources being pursued is sponsorship.

### **Policy Statement**

It is the policy of the Town of Apple Valley's Community Services Department to seek sponsorships for events, services, parks, and facilities from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities. The purpose of such sponsorships is to increase the Town's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded by the Town's General Fund.

### **Guiding Principles**

1. The mission of the sponsorship organization should not conflict with the mission of the Town of Apple Valley.
2. Sponsorships cannot be made conditioned on the Town of Apple Valley's performance.
3. Sponsorships should provide a positive and desirable image to the community.
4. Sponsorship benefits offered should be commensurate with the relative value of the sponsorship.

### **Sponsorship Opportunities**

- Events – Financial or in-kind support for an event organized by the Town of Apple Valley.
- Park/Facility Development – Financial or in-kind support associated with the design, construction or improvements of a particular park or recreation facility, typically one-time support.

Examples would be:

- Children's Playgrounds
- Group Picnic Areas
- Doggie Park
- Tennis Courts
- Building or Facility Renovation

- Naming rights to parks and recreation facilities –Annual financial support associated with a long term contractual agreement. The Town of Apple Valley’s Naming of Parks and Facilities Policy outlines criteria for naming rights.
- Youth league or team sponsorship – Sponsors would be recognized on the jerseys of the participants. This would include financial or in-kind support. It can be a one-time or yearly sponsorship in the way of sponsorship package.
- Brochure advertisements – paid advertisements will be sought for placement in recreation brochure. Size and scope would be determined by available spacing in each brochure. Three offerings per year.
- Banner Sponsorship – Individual or multiple sponsors advertise through the use of signage at a facility. Annual financial support as well as multi-year contracts.

Examples would be:

- Banners placed in the gymnasium
- Banners placed in parking lot facilities

### **Additional Recognition**

Sponsors will be provided with a level of recognition commensurate with their contribution. In addition to the aforementioned recognition mentioned with particular forms of sponsorship, recognition may include one or more of the following:

- A thank you letter
- Publicity through The Town of Apple Valley’s website, newsletters, flyers, and/or media releases.
- Events such as press conference or photo opportunity
- Banners naming sponsors at events or in facilities.
- Team sponsors being recognized on the back of participant jerseys
- Plaque at site of park or facility for development sponsorship in accordance with naming rights policy

### **Sponsorship Considerations**

- ❖ Consistently changing the names of parks and facilities is often confusing and lessens the value of potential sponsorships. The Town will consider the length of contracts when determining acceptance of sponsorship offers.
- ❖ Sponsorship packages will also be made available.
- ❖ Sponsorship fees for park development or naming rights would be determined by the cost of the improvement, visitation numbers to the facility, as well as comparable donations in other municipalities.

**Reservation of Rights**

The Town of Apple Valley reserves the right to terminate any sponsorship should conditions arise during the life of that sponsorship if the sponsorship is no longer in the best interest of the Town of Apple Valley. The final decision to terminate a sponsorship will be made by the Town Manager.

**POLICY & PROCEDURE** Apple Valley Community Services Department

<b>TITLE: NAMING OF PARKS AND FACILITIES</b>	<b>NO: CS-3</b>
<b>APPROVED BY: Town Council</b>	<b>DATE: 01/08/08</b>

**Background**

The naming or renaming of parks and recreational facilities is an intricate and often emotional process since assigning a name is a powerful and semi-permanent identity for a public place and/or facility. The naming or renaming of parks and/or recreation facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be a source of confusion to the public. The purpose of this policy is to give guidance to those that have an interest in the naming or renaming of the Town’s parks and/or recreational facilities.

**Policy Statement**

It is the policy of the Town of Apple Valley to reserve the naming or renaming of parks and/or recreational facilities for circumstances that will best serve the interests of the town and ensure a worthy and enduring legacy for the Town’s parks and/or recreational facilities.

To this end, the Town of Apple Valley supports consideration of naming requests within the following categories, and in the priority listed.

1. Geographic location.
2. Unique, significant and/or historical feature or people pertaining to the park/facility site.
3. Outstanding Individuals.
4. Community contributions by individuals.
  - a) If the contribution was to the Town, the contribution must have significant benefit to the community at large.
  - b) If the contribution was to the park/facility site itself, it must represent a majority of the cost involved to build the park/facility.
5. Other events.

**General Principles**

In considering proposals for the naming or renaming of a park and/or recreational facility, the following general principles will be taken into account either collectively or individually.

When naming a new park and/or recreational facility, the proposed name will:

- Engender a strong positive image.
- Be appropriate having regard to the parks/recreational facility's location and/or history.
- Have historical, cultural or social significance for future generations
- Commemorate places, people or events that are of continued importance to the town.
- Have broad public support.

### **Renaming an existing park and/or recreational facility**

Proposals to rename a park and/or recreation facilities will only be considered when there are compelling reasons and strong public sentiment for doing so.

### **Procedures and Guidelines**

All requests for the naming or renaming of a park and/or recreational facility shall be made in writing to the Town of Apple Valley, Attention: Community Services Manager

Requests should contain the following information at a minimum:

- Name and contact information of the person making the request
- The proposed name.
- Reasons for the proposed name.
- Description/map showing location of proposed park.
- If proposing to name a facility within a park, include a description/map showing the location of the facility.
- If proposing to rename a park or facility, include justification for changing established name.

### **Assessing and approving naming/renaming requests**

Upon receipt of a naming request to the Town of Apple Valley, the Community Services Manager will review the request to ensure its adherence to the policies of the Town of Apple Valley and if applicable organize an informational meeting between the requesting party and appropriate town staff to discuss the proposal. After the informational meeting, the proposal will be taken to the Park and Recreation Commission for review and recommendation. Lastly, the proposal will be taken to the Town Council for review and approval.