



Town of Trophy Club
Parks & Recreation Department
SPONSORSHIP POLICY

Trophy Club Parks & Recreation seeks sponsorships to enhance park facilities and generate revenue that subsidizes the costs associated with the operation of recreation programming and special events. Sponsorships include donations of money or materials and in-kind services in trade of logo or company name to be used for marketing or philanthropic purposes.

This policy (hereinafter “Policy”) provides guidelines for entering sponsorship agreements with groups who are interested in providing financial or in-kind services in exchange for sponsor recognition at Parks & Recreation sites, events, and media.

The Policy includes the following Sections:

1. **Background and Mission**
2. **Sponsorship Guidelines**
3. **Recognition of Sponsor and Naming Rights**
4. **Sponsorship Opportunities**

SECTION 1. BACKGROUND AND MISSION

BACKGROUND

Trophy Club Parks & Recreation (hereinafter “Department”) supports the principle that sponsorships are an important tool that can be used to enhance and broaden the image and reach of the Department and its. Revenues collected through sponsorships such as special event sponsorships, program sponsorships, and advertisements are used to enhance the experience of Trophy Club residents and visitors, as well as to reduce costs to recreation program users. Sponsors receive an advertising benefit from their association, the Department and its facilities, events and programs. The Department desires to limit advertisers only to those businesses that will enhance the positive image of Trophy Club Parks & Recreation.

MISSION

The Trophy Club Parks and Recreation Department is committed to enhancing the quality of life and environment while providing leisure time opportunities for the benefit of the citizens and families of Trophy Club. This mission is accomplished by providing consistent and reliable public service and working diligently to ensure an exceptional quality of life through strategic planning and aesthetically pleasing parks, common areas and medians.

SECTION 2. SPONSORSHIP GUIDELINES

A sponsorship agreement is required whenever a partnership is created between the Parks & Recreation Department and a foundation, corporation, individual, or organization that provides financial or in-kind services and materials in exchange for sponsor recognition, and/or marketing opportunities.

1. The missions or objectives of all parties in a sponsorship contract with the Town must not conflict with the Department's Mission.
2. Sponsorship benefits provided must, at a minimum, be commensurate with the benefit to the Town and the overall value of the sponsorship. The Department will research the current market value to determine proper valuation for all Department benefits and recognition a sponsor will receive.
3. A Net Benefit Analysis may be conducted to evaluate such factors as administrative costs, Capital costs, and ongoing maintenance and repair costs.
4. Funding for costs related to the sponsorship, including maintenance, materials, and staffing must be incorporated into the agreement. Materials serving no purpose other than to recognize the sponsor should not make up more than 10% of the sponsorship value such as signage and banners. This limitation does not apply to materials that recognize sponsors while also providing another service (e.g., program t-shirts featuring the sponsor's logo).
5. Sponsorship cannot be made conditional on Department or location performance.
6. All promotional materials, such as signage or banners, that serve to recognize the sponsor should comply with the Town of Trophy Club Code of Ordinances [Article 3.09 - SIGNS](#), located at www.trophyclub.org.
7. In general, at the discretion of the Director of Parks & Recreation or designee, the Department will not enter sponsorship agreements where the proposed recognition content is demeaning, profane, promotes hate and/or violence, unlawful, obscene, prurient, adverse to the Town of Trophy Club, political, religious, false or misleading, or promotes the sale or use of firearms, tobacco, recreational drugs, alcohol, or with other industries not appropriate for the young audience who utilize Department locations and programs.
8. Co-sponsorship or recognition of other foundations, corporations, individuals, or organizations must be included in the sponsorship agreement. Secondary recognition that suggests co-sponsorship or a relation with the Department and the Town requires approval from the Director of Parks & Recreation.
9. The Department, through the Director of Parks & Recreation, reserve the right to terminate any sponsorship should conditions arise resulting in the sponsorship no longer adhering to this policy or serving the best interest of the Department.
10. The return or refund of a sponsorship contribution, regardless of the date or circumstances surrounding the request or sponsorship, may occur at the sole discretion of the Director of Parks & Recreation, or their designee.
11. Department staff must ensure that the Town property involved is not subject to restrictions that would limit or prohibit the proposed sponsorship, such as restrictions on private activity.

SPONSORSHIP CRITERIA

At a minimum, the following criteria shall be considered in determining sponsor compatibility when evaluating a proposal; in all cases, the Director and/or the Town Manager will have the prerogative to accept or reject a potential sponsorship:

- a. The compatibility of the potential sponsor's products, customers and promotional goals with Trophy Club Parks & Recreation mission and vision.
- b. The potential sponsor's past record of involvement in the community and community projects.
- c. The desirability of association – the image.
- d. The timeliness or readiness of the potential sponsor to enter an agreement.
- e. The actual value in cash, or in-kind services and materials, of the proposal in relation to the benefit to the potential sponsor.
- f. The operating and maintenance costs associated with the sponsorship.
- g. For youth-oriented and facility-based opportunities, Trophy Club Parks & Recreation shall exclude those establishments purveying goods and services for purchase only for customers aged 18 and older. Additionally, ads promoting alcohol, tobacco and firearms are prohibited from sponsorship opportunities with youth-oriented programs.

PROCEDURES

Interested sponsors are encouraged to contact the department at any time to discuss a potential sponsorship. If initiated by the potential sponsor, the procedure is:

1. Meeting with assigned department staff.
2. Sponsorship agreement drafted with level of sponsorship, benefits to the department, and program details evaluated.
3. Sponsorship draft evaluated against policies.
4. Approval by the Director/Town Manager and/or recommendation to Town Council.

At times, the department will issue requests for sponsorship through various media, such as direct mail, website, or publications. If initiated by the department, the procedure is:

1. Staff will draft a list of potential sponsors for the Director's review that would be considered the target market for the specific sponsorship opportunity. This review will help to avoid repeat 5 solicitation efforts in a short period of time.
2. Staff will then contact potential sponsors to discuss sponsorship opportunities, therefore establishing business relationships with companies that directly relate and would benefit from sponsoring a particular program or project. Staff will prepare materials for the Director's approval (sponsorship packet, web address, etc.) to distribute to potential sponsors.
3. Staff will update the Director on the progress of the solicitation efforts and will inform the Director if needed to follow up directly with a potential sponsors based on the staff interaction.
4. Once a potential sponsor expresses interest in sponsoring a program or event, staff will finalize sponsorship agreements. If the sponsorship amount exceeds \$25,000, then the Director will notify the Town Manager, and will move forward with the process under the Town Manager's direction.
5. The Director, or designee, will track contact information for local sponsors, which sponsors have been contacted, when and by whom, as well as sponsorships that have been finalized.

SPONSORSHIP APPROVAL

The Trophy Club Parks & Recreation Director, or designee, will review the proposed sponsorship to confirm/determine whether the sponsor meets the adopted restrictions, standards and guidelines set forth in this Policy. Application shall be approved in accordance with the following procedures and guidelines:

- Sponsorship agreements projected to be values at \$25,000 or more requires the approval of the Town Manager, who shall inform the Town Council.
- Sponsorship agreements projected to be valued less than \$25,000 requires the approval of the Trophy Club Parks & Recreation Director, or designee.

At the discretion of the Town Manager, any proposed sponsorship agreement may be referred to the Town Council for approval.

SECTION 3. RECOGNITION OF SPONSOR AND NAMING RIGHTS

1. Recognition of a sponsor will in no way suggest the sponsor's ownership of a park, community amenity, or community event.
2. Recognition of a sponsor will in no way suggest the Department or Town's endorsement of or proprietary interest in the sponsor and their goods or services.
3. On-site recognition, such as a plaque, installed logo, or sign, must be limited by a set term, not to exceed five (5) years or the life of the recognition material, whichever is the lesser term.
4. Naming of such events, programs, and amenities to recognize a sponsor is permitted, provided such name is subordinate to the Town and/or the Department's name of the sponsorship location, and naming is approved by the Director of Parks & Recreation.
5. The Town and the Department must have recognition prominence and the location and size of Town and Department logos must be equal to or greater than sponsor recognition.
6. Naming of entire Department sites, facilities, and elements larger than an amenity is subject to Town Council approval.

SECTION 4. SPONSORSHIP OPPORTUNITIES

SPONSORSHIP CATEGORIES

Sponsorships that require permanent use of sponsor name and/or logo must be approved by Town of Trophy Club Town Council. The cost of the sponsorships will be based on the cost of the event, activity or site, the level of participation, and the market rate for such sponsorships.

Sponsorships are appropriate for two broad types of department activities:

1. **Event Sponsorships.** Financial or in-kind service and material support for a department-organized event. Can include one-time event or a limited event series, such as a season concert series.
2. **Program Sponsorships.** Financial or in-kind service or material support for a department-organized program for the public. Programs include ongoing activities such as sports leagues, classes, or park activations.

SPONSORSHIP LEVELS & OPPORTUNITIES

Each level of sponsorship may also contain a benefit from the lower sponsorship levels, with the Director of Parks & Recreation's, or their designee's approval. Factors such as impressions, access to media, and access to a target audience may alter sponsorship values. Sponsorship levels and benefits may be found online at www.trophyclub.org/sponsor.

Returning Sponsors. Sponsors in good standing with the department desiring to renew their association with an event or program shall have the first opportunity to secure the renewal prior to the sponsorship opportunity being opened to new potential partners.

Customized Sponsorships. The Town reserves the right to enter into customized sponsorships that may limit availability of some non-exclusive categories of sponsorship listed above. If such an opportunity should present itself, businesses engaged in similar occupations may be invited to submit a proposal for comparison. The Town shall elect to enter into an agreement with the proposal deemed to be in the best interest of the Town.

Sponsorship Opportunities. The following events, dates, and locations are subject to change. Visit www.trophyclub.org/events for the most up-to-date information. Some events or programs may have limitations on the number of sponsors per level.

COMMUNITY EVENTS

Run 4 Kindness @ Trophy Club Park

Touch-A-Truck @ Independence Park East

EGGstravaganza @ Independence Park East

Taste of Trophy Club @ Independence Park East

Fourth of July Celebration

Patriot 5K and Fun Run @ Byron Nelson High School

Parade of Patriots @ Trophy Club Drive, Parkview Drive, Durango Drive, and Bobcat Boulevard

Fourth of July Celebration & Fireworks Show @ Independence Park East

Pet Fest @ Freedom Dog Park

Christmas In the Park @ Independence Park East