



## **ROYAL PARK SPONSORSHIP POLICY**

### **STATEMENT OF POLICY**

The Town of Hildebran (hereinafter “Town”) will seek sponsors that further its mission by providing monetary support through private sponsorships of Royal Park construction or features (hereinafter “options”) as a means to generate funds for installing, maintaining or expanding those options. The Town maintains its 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.

Furthermore, all public speech and communications regarding a sponsorship on or through the Town property or communication channels is intended to be government speech and will be subject to approval by the Town.

The Town will not accept sponsors that sell or manufacture products inconsistent with local, state, or federal law as well as Town ordinances policies, positions, or resolutions. The Town will not accept sponsors that take or promote positions inconsistent with local, state, or federal law as well as Town policies, positions, or resolutions. The establishment of a sponsorship agreement does not constitute an endorsement by the Town of the sponsor, its organization, products, or services.

This policy is designed to help potential sponsors, Town staff, and the public understand the procedures for sponsorship and to ensure a consistent process for considering sponsorship opportunities.

#### **1.0 DEFINITIONS**

**Sponsorship:** A sponsorship is the right of an external entity or individual to associate its name, product, or service with the Town’s options. A sponsorship is a business relationship in which the Town permits the public display of a name, slogan, message, or logo on Town property in exchange for goods, services, money or other consideration.

**Amenity:** A natural or manmade element or resource located in a park or right of way owned, leased, or managed by the Town.

**Facility:** Any building, venue, or structure that is located on property owned, leased, or managed by the Town.

**Park:** Open space owned, leased, or managed by the Town.

**Sponsorship Agreement:** A legal instrument that sets out the terms and conditions that the Town and the sponsor have agreed to. It shall include the Town’s standard terms and conditions and other matters related to the sponsorship, such as a rate chart, schedule,

special obligations of the parties, and other appropriate terms and conditions. The Town will not make any statements that would directly or indirectly advocate or endorse a sponsor, its products, or services. None of the sponsor's materials or communications developed to promote or communicate the sponsorship may use the Town's name, marks, or logo without written approval from the Town Manager or designee (hereinafter "Manager").

## **2.0 ASSIGNMENT OF AUTHORITY TO REVIEW AND APPROVE SPONSORSHIPS**

2.1 The Town is the sole and final decision-making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse any sponsorship offer. Unless a sponsorship opportunity requires Town Council approval, the Town shall act through its Manager. All offers of sponsorship shall be reviewed in accordance with this policy.

2.2 Levels of Sponsorship:

**Level 1 (Traditional Donors) – Manager/Organizer Approval Permitted:**

The Manager, at his or her discretion, may approve the sponsorship or may refer any proposed offer of sponsorship or sponsorship agreement within the Manager's authority level to the Town Council for approval.

**Level 2 (Ancillary Amenity Donor) – Manager/Organizer Approval Permitted:**

The Manager, at his or her discretion, may approve the sponsorship or may refer any proposed offer of sponsorship or sponsorship agreement within the Manager's authority level to the Town Council for approval.

**Level 3 (Primary Amenity Donor) - Board Approval Required:**

Offers of sponsorship that are for a projected value of \$5,000 or more requires approval by the Town Council.

## **3.0 CRITERIA FOR SPONSORSHIP REVIEW**

3.1 When the Town enters into a sponsorship agreement, this shall not be construed as an endorsement of the particular sponsor or its services or products. However, the sponsorship may imply an affiliation and such affiliation can affect the public's trust and their perception

of the Town's ability to govern equitably and fairly. Therefore, any proposal for sponsorship of a Town option will not be approved if that sponsorship may compromise the public's perception of the Town's neutrality or its ability to act in the public interest. Furthermore, the Town will reject any sponsorship that might have a negative effect on its image, or values. The Town intends to preserve its right and discretion to exercise full control over the placement, content, appearance, and wording of all sponsorship recognition messages. The Town reserves the right to make distinctions on the appropriateness of sponsors on the basis of the sponsorship recognition message.

3.2 If the Town, in its sole discretion, determines that the sponsorship is contrary to community standards for appropriateness for government publication or government speech or the content of the sponsorship is not suitable for a specific audience, the sponsorship shall not be allowed. If any of the following subject matters are the subject of the sponsorship, the sponsor's primary means of revenue, or the sponsor has a mission supporting any of the following activities, the sponsorship may be denied.

- Profanity, obscenity, pornography, hate speech, promotion of sexually oriented products, activities, or materials.
- Political and policy issues, candidates, and campaigns.
- Sale or consumption of tobacco products, vaping, or alcohol.
- Depiction in any form of illegal products, activities, or materials.
- Any message that is inconsistent with the Town's policies or image.

3.3 Every sponsorship offer shall be evaluated by taking into consideration the personalities and characteristics of the average attendee of each option proposed for sponsorship and the mission, values, and image of the Town. The Town shall consider the following criteria before entering into a sponsorship agreement.

- Extent and prominence of the public display of sponsorship.
- Aesthetic characteristics of the public display of sponsorship.
- Level of proposed support of the sponsor.
- The level of cooperation that is needed from other Town departments to implement the sponsorship.
- Extent to which the sponsorship will create financial, administrative, or operational burdens on the Town.
- Inconsistencies between the Town's policies and the known policies or practices of the potential sponsor.

- Other factors that might undermine public confidence in the Town’s impartiality or interfere with the efficient delivery of Town services or operations, including, but not limited to, current or potential conflicts of interest between the sponsor and Town employees, officials, or affiliates, and the potential for the sponsorship to tarnish the Town’s standing among its citizens or impair the Town’s ability to govern its citizens.

#### **4.0 POTENTIAL RECOGNITION MESSAGE FORMATS**

The following set forth below, are usually consistent with this policy. The specific recognition message format will be discussed between the Town and the sponsor and outlined in the Sponsorship Agreement.

- Signage
- Inclusion on pavers or amenities
- Sponsorship walls
- Inclusion on printed materials of the Town
- Inclusion on Town maintained facility web-pages and social media accounts
- Newsletters, media releases, or press conferences
- Mayoral/Council recognition and awards

#### **5.0 PERMISSIBLE RECOGNITION MESSAGES**

Sponsorship recognition messages may identify the sponsor by its logo, legal name, or name that is used in the course of business, but should not promote or endorse the sponsor or its products or services. Statements that advocate, contain price information or an indication of associated savings or value, request a response, or contain comparative or qualitative descriptions of products, services, or organizations will not be accepted.

Examples of permissible recognition messages shall include:

- Provided by
- Donated by
- A gift in memory of
- In memory of
- In honor of
- In recognition of
- In remembrance of

Other proposed forms of sponsorship recognition messages and signage will be considered on a case-by-case basis, consistent with this policy. The message, however, shall not exceed 28 characters. All recognition messages shall provide a positive and desirable image to the community and shall not compromise the design standards and visual integrity of the option. Any physical form of on-site recognition shall not interfere with attendee's use of option. The physical form of recognition shall be of an appropriate quantity, quality, size, and color, as determined by the Manager and should not detract from the immediate surroundings.

## **6.0 TERMINATION OF SPONSORSHIPS**

The Town reserves the right to terminate any sponsorship should conditions arise during the life of that sponsorship that results in the sponsorship conflicting with this policy, the sponsorship term has expired, the sponsor has failed to meet the terms of the sponsorship agreement, or the sponsorship is no longer in the best interest of the Town's residents.

## **7.0 PROCESS AND PROCEDURES FOR SPONSORSHIP AGREEMENTS**

- 7.1 These procedures have been established in order to ensure that all sponsors are treated in an equitable and appropriate manner and that in recognizing a sponsor's support, the value and purpose of a particular option is not diminished.
- 7.2 Proposals for sponsorship agreements shall be made to the Manager. The Manager shall review the proposed request for its adherence to the guidelines of the Town's sponsorship policy and ensure that supporting information has been authenticated.
- 7.3 Sponsorships shall be approved on a first-come, first-served basis. Recognition and/or signage shall not be provided if the Town does not receive the full Sponsorship payment within 30 days of written notice of approval.
- 7.4 Sponsorship Application may be obtained in person by visiting Town Hall or through one of the following options:
  - Burke River Trail Website - <https://rivertrail.betterburke.com/royal-park/>
  - Town Website – [www.hildebrannc.com](http://www.hildebrannc.com)
  - Email request – [logan.shook@hildebrannc.org](mailto:logan.shook@hildebrannc.org)

Payments should be made out to:

**Burke River Tail Association  
204 E Main Street  
Valdese, NC 28690-8792**

\*If your organization plans to seek permission for naming rights of an amenity, a completed amenity application should first be mailed to:

**Town of Hildebran  
Attn: Town Clerk  
109 S Center St  
Hildebran, NC 28637**

- 7.5 Location of options within the park are predetermined based upon an engineering study and plans. The Town has used its best efforts to determine the value of the benefits to the sponsor considering the location of the options and the message format. Any change to the predetermined location of options is in the sole discretion of the Manager and/or Town Council.