



Morrisville

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Policy Statement	Created: May 2024
	Revised:
Sponsorship of Town Projects and Services	Prepared by: Wil Glenn, Director of Communications & Outreach
Effective Date: May 14, 2024	Authorized by: Brandon Zuidema, Town Manager

PURPOSE

The purpose of this policy is to establish a process that sets the standards, guidelines, and approval criteria for the consideration and acceptance of sponsorships made to the Town of Morrisville for public activities, events, and programs.

The Town of Morrisville will seek sponsors that further the Town’s mission by providing monetary or in-kind support for the Town, its projects and/or services in a manner that respects the nature of Town property and services.

Community sponsorships can be an effective means of generating revenue and building community partnerships. Sponsors provide an opportunity to develop partnerships with businesses and organizations that share the Town’s commitment to providing high quality public services.

Whenever possible, sponsorships should be linked to specific activities, events and programs. The Town of Morrisville will neither seek nor accept sponsors that manufacture products or take positions inconsistent with local, state, or federal law or with Town policies, positions, or resolutions. The establishment of a sponsorship agreement does not constitute an endorsement by the Town of Morrisville of the sponsor’s organization, products, or services.

This policy is designed to:

- Provide the Town of Morrisville with full and final decision-making authority on any sponsorship opportunity, thus protecting its integrity and the integrity of its services;
- Allow eligible outside entities interested in sponsorship opportunities (potential sponsors) to easily view and understand the various sponsorship opportunities available; and
- Help potential sponsors, Town staff and the public to better understand the procedures for sponsorship.

DEFINITIONS

Activity: An organized initiative that is eligible for sponsorship consideration or support. This could include conferences, workshops, trainings, seminars, community events, arts and cultural events, sports events, extracurricular recreational events and more.

Athletics Team: A group of individuals joined together to compete in sports or athletic activities organized by the Town.

Event: A local celebration, fundraiser, athletic, cultural or educational activity that is open to the public and demonstrates a public benefit that contributes positively to the recognition and image of the Town of Morrisville.

In-kind Support: When a sponsor provides, in the opinion of the Town, value in the form of goods and services in lieu of cash.

Outside Entity: Any entity external to the Town of Morrisville, such as an individual, company, organization or institution, with whom the Town elects to collaborate.

Program: A specific initiative, activity, or campaign. This could include workshops, competitions, educational programs, community outreach efforts, or any other organized effort designed to achieve specific goals or objectives.

This could include active or passive recreation. Active programming refers to recreation that is organized and planned with pre-registration by the user. Examples of active programming include sports leagues, day camps and aquatics. Passive programming is self-directed by the user at their own pace. Examples of passive programming include playground usage, picnicking, reading, or dog walking.

Recreation: Activities that aid in promoting entertainment, pleasure, relaxation, instruction, and other physical, mental, and cultural development and leisure time experiences.

Sponsor: A company, organization or individual, or other governmental or quasi-governmental organizations who provide the Town with financial or in-kind support of an activity, event or program or that helps offset the costs of operations.

Sponsorship: The financial or in-kind support from an outside company, organization or individual, including other governmental or quasi-governmental organizations, to associate the outside entity's name, logo, products or services with a Town activity, event or program. Sponsorship is a business relationship in which the Town and the outside entity exchange goods, services and/or financial remuneration for the public display of an agreed-upon sponsorship recognition message.

Sponsorship Agreement: A negotiated agreement between the Town and a company, organization, or individual, to pay a fee, provide services, share products or any combination thereof, including advertising and promotional opportunities between the Town and a company, organization, or individual.

Sponsorship Evaluation Committee: A staff committee composed of a member of the Senior Management Team, the Communications & Outreach Director, the Parks, Recreation & Cultural Resources Director, Finance Department, and a subject matter designee (when deemed applicable by the member of the Senior Management Team) responsible for evaluating sponsorship proposals presented to the Town.

POLICY

Sponsorship Opportunities include but are not limited to:

- A. Advertising: Advertising provides the sponsor with the opportunity to advertise through a variety of Town marketing materials, including print and digital advertising.
- B. Athletics Teams: Sponsorship of Town athletics teams provide an opportunity for sponsors to support specific teams (e.g. baseball, softball, basketball or volleyball). Marketing opportunities and recognition are negotiated in the sponsorship agreement.
- C. Events: Event sponsorship is offered through various sponsorship packages, with each package's benefits varying in relation to the level of sponsorship.
**Events must be approved through the Town's approval process prior to consideration of any event-related sponsorships.*
- D. Programs: Sponsorship of Town programs provides the opportunity for the sponsor's name and logo to appear in advertising and marketing materials related to the program.

Authority Structure for Review and Approval

The Town of Morrisville possesses sole and final decision-making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse any offer of sponsorship. Sponsorship agreement proposals will be reviewed according to the following procedures and guidelines:

- A. Sponsorship proposals may be submitted by an outside entity to an individual Town department organizing an activity, event or program and will be evaluated by the Sponsorship Evaluation Committee on a case-by-case basis related to the eligibility requirements, purpose and goals of each independent entity.
- B. Sponsorships may be reviewed in consultation with the Town Attorney.
- C. A department head may approve sponsorship agreements of less than \$1,000, with written notification to the Sponsorship Evaluation Committee.
- D. Sponsorship agreements projected to generate between \$1,000 and \$50,000 shall require the written approval of the Town Manager, who shall inform the Town Council.
- E. Sponsorship agreements expected to generate more than \$50,000 or that involve naming rights shall require approval of Town Council (see the Town's "Naming Rights Policy").
- F. Sponsorship opportunities with in-kind contributions rather than money (e.g., free advertising, free giveaway items, etc.) may be approved by the Sponsorship Evaluation Committee with written notification to the Town Manager.

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

Requirements for Proposal Submittal

Proposals for sponsorship shall detail the following information, at a minimum:

- A. Activities, products, and services of the private entity and its subsidiaries;
- B. Benefits to be given to the proposed sponsor by the Town of Morrisville;
- C. Benefits to be given to the Town of Morrisville by the proposed sponsor;
- D. Location of the proposed public recognition of support;
- E. Content of the proposed public recognition of support; and
- F. Duration of the proposed public recognition of support.

Eligibility Criteria

The Sponsorship Evaluation Committee or the department head (if under \$1,000) shall evaluate the following criteria before accepting a sponsorship agreement or naming rights:

- A. Value of the sponsorship in supporting the mission of the Town of Morrisville;
- B. Extent, prominence, and aesthetic characteristics of the public display of sponsorship;
- C. Level of support provided by the sponsor; and
- D. Inconsistencies between Town of Morrisville policies and the known policies or practices of the potential sponsor.

Evaluation of sponsorship opportunities shall be fair and impartial. The Town of Morrisville values and respects diversity. It is the policy of the Town to foster, maintain and promote equal opportunities. The Town shall select sponsors on the basis of the applicant's qualifications without regard to race, natural hair or hairstyles, ethnicity, creed, color, sex, pregnancy, marital or familial status, sexual orientation, gender identity or expression, national origin or ancestry, National Guard or veteran status, religious belief or non- belief, age, or disability in accordance with applicable federal, state and local laws.

Public Access to Sponsorship Opportunities

Public access to information about sponsorship opportunities is important:

- A. to create an open and fair process and to protect against disputes related to sponsorships that are category exclusive; and
- B. to market available sponsorship opportunities in an open and efficient manner allowing both the potential sponsor and the Town to negotiate efficiently.

The Town will offer sponsorship opportunities to the public through an annual advertising and sponsorship packet. Other relevant sponsorship information will be available on the Town's website and through other appropriate means.

Permissible Messages

Sponsorship recognition messages may identify the sponsor but should not endorse the organization's products or services. Only the following content will be deemed appropriate:

- A. The legally recognized name of the advertising organization and/or their logo;
- B. The advertiser's organizational slogan if it identifies rather than promotes the organization or its products or services;
- C. The advertiser's product or service line, described in brief, generic, objective terms; and/or
- D. Brief contact information for the advertiser's organization, such as phone number, address, website address or social media handle. Contact information must be stated in a manner that avoids an implication of urging the reader to action.

The Town of Morrisville will not make any statements that directly or indirectly advocate for or endorse a sponsor's organization, products, or services.

No materials or communications, including, but not limited to, print, video, internet, broadcast, or display items developed to promote or communicate the sponsorship using the Town of Morrisville's name, marks, or logo, may be issued without written approval from the Town Manager or designee.

Any signage or material used in conjunction with a sponsorship agreement must comply with the requirements of the Town's Unified Development Ordinance.

Signage or material requested for display by outside entities for unique occasions unrelated to a sponsorship agreement must comply with the requirements below:

- A. The signage must be related to a community asset or social resource that contributes to the well-being or quality of life of Morrisville residents such as, but not limited to, community organizations, cultural institutions, faith-based organizations, schools, hospitals, local businesses and professional sports teams. The town manager (or designee) will determine eligibility on a case-by-case basis.
- B. There shall be no cost to the Town and all labor expenses incurred to display and remove the signage must be covered by the requesting organization.
- C. Traditional advertising will not be accepted; approval will be considered for causes the Town chooses to recognize or support.
- D. Requestors must not align with the classification of impermissible sponsors (see Impermissible Sponsors guidelines below).

Impermissible Sponsors

The Town reserves the right to decline any sponsor or sponsorship proposal that appears to be in direct competition with Town services and products.

- A. In general, political organizations are not eligible for program sponsorships with the Town, nor are businesses, organizations or individuals whose primary products are firearms, tobacco, hemp and/or CDB products, alcohol, and/or any other subject matter not deemed appropriate by the Town Manager and Town Council.
- B. The Town reserves the right to decline any sponsor or sponsorship proposal that includes other factors that might undermine the public confidence in the Town's impartiality or interfere with the efficient delivery of Town services or operations.
- C. In all cases, the Town reserves the right to reject any and all sponsors and

sponsorship proposals if the criteria as outlined is not followed or there is the existence of a potential conflict of interest or appearance of a conflict of interest.

The Town reserves the right to suspend sponsorships at any time if the conditions of eligibility changes after approval.

Sponsorship Agreement

Upon approval of an offer of sponsorship, the sponsor and Town shall enter into a Sponsorship Agreement. The Sponsorship Agreement shall set forth specific guidelines and requirements related to sponsorship, such as a rate chart, sponsorship details and schedule.

Sponsor Levels

The Town provides standard guidelines for sponsorship levels of typical activities, events, and programs. For larger, less typical occasions negotiation of sponsorship terms and fees will be executed in the sponsorship agreement.