



Partnership & Sponsorship Guidelines

Town of Erie
July 2021

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1 Purpose

The purpose of these guidelines and procedures is to provide specific criteria for developing and managing advertising and sponsorships for Town of Erie Parks & Recreation events, facilities, programs, and services. These guidelines are intended to assist staff responsible for overseeing advertising and sponsorship for the Department and to help potential partners understand the opportunities set forth in these guidelines.

The Parks and Recreation Department benefits from business involvement by:

- Extending services to the community that would not be available or available to a lesser degree without the contributions of our partners.
- Strengthening community ties through collaboration and partnership.

Potential benefits to partners include:

- Making a positive impact and building community.
- Promoting their business in front of patrons of the community, connecting them with their customers and gaining brand visibility.

2 Definitions

2.1 Advertising

Advertising includes the signage created by a for-profit entity to promote a product or service. Advertising is not generally allowed in designated parks, open space, trails, rights-of-way, Town facilities or on other Town of Erie property. The permanent placement of a logo, brand, or product is not allowed. Paid Temporary Advertisements are allowed if approved by Town of Erie staff and if they are in line with the Department and Town's Vision, Mission, and Values. Advertising is a negotiated agreement between the company and the Town. A formal written agreement is also created and executed on behalf of the Town. Temporary advertising is the temporary display of a corporate logo, branding, or advertisement at a Department event or on materials associated with an event or program.

2.2 Donations

A donation occurs when a business provides a charitable gift to offset the cost of a specific program, event, project or site. Donations can come in the form of monetary donations or items.

2.3 Events

Events are one-time activities for the public organized by the Department and held on Town property.

2.4 Gifts

A gift is a freely given donation of goods, cash, or real property to the Department, preferably with no expectations of return. Gifts may be designed for a specific purpose or may be general in nature. Recognition for donors and donations is determined by the Town.

2.5 Programs

Programs are ongoing, organized activities led by the Parks and Recreation Department.

2.6 Projects

Projects are one-time departmental efforts, often with a product as the end result.

2.7 Sites

Sites are specific places, varying in scale from individual features or areas (i.e. bench/field) to an entire park or facility.

2.8 Sponsorship

Sponsorship is a financial or in-kind support from a for-profit entity for a specific program, event, project, or site in exchange for tangible and intangible benefits to the sponsor.

This can include without limitation:

- Marketing opportunities (product promotion and temporary advertising) on Town property
- Name recognition for an event or program

Sponsorship is a negotiated agreement between the sponsor and the town. A formal written agreement is also created and executed on behalf of the Town.

Cash sponsorship is a type of sponsorship in which an individual, foundation, corporation, nonprofit organization, club, or other entity provides cash in support of a Town event, program, or service in exchange for recognition as a sponsor and may often include marketing benefits or other negotiated benefits.

In-kind sponsorship is a type of sponsorship in which an individual, foundation, corporation, nonprofit organization, club, or other entity provides a good or service for a Town event, program, or service in exchange for recognition as a sponsor and may often include marketing benefits or other negotiated benefits. There is no monetary exchange within this agreement. Firms agree to provide a good or service solely in exchange for sponsorship recognition.

2.9 Marketing Benefits

Marketing benefits are opportunities given to a sponsor to have their branding, products, name, and logo given temporary visibility on Town property or materials. The details of these opportunities are specific to each sponsorship, detailed in the agreement, and abide by Town code and Department policies.

3 Authority

The Town's Parks & Recreation Department may enter into sponsorship and advertising agreements with businesses including bars, massage facilities, or commercial enterprises whose business is substantially derived from the sale or manufacture of alcohol in limited circumstances. Whether the Town will enter into agreements with these businesses will be assessed on a case-by-case basis in accordance with the tiered classification structure listed on page 8. The Town will not enter into any sponsorship agreements with businesses that are subject to regulation or monitoring by local, state, or federal law enforcement agencies, including the Erie Police Department, for regulatory compliance.

Additionally, the Town will not enter any sponsorship agreements with the following businesses:

- Sexually orientated businesses
- Gun shops
- Manufacturers or sellers of firearms or weapons
- Marijuana Dispensaries
- Tobacco Shops

Tier Placement

- After initial contact has been made with the Food and Beverage Business and Recreation Division Staff, the business will be considered on an individual, case-by-case basis, and should be consistent with the Town and Department's Mission, Vision, and Values.
- If approved, the business will be required to submit a copy of their business license to applicable Recreation Division Staff.
- Staff will review the business license, determine what their business description is, and decide which tier they will be placed under. (Ex. Tamarack Grill's business description states they are a Restaurant/Bar. They will fall under Tier 2 and get those benefits offered.)
- Note: Businesses that do not have a business description that falls under the tier classification list will be determined on a case-by-case basis by staff to evaluate which tier they will be placed under. If unsure, final decision will be made by Recreation Division Manager or designee.

Food and Beverage Industry – Classification List					
	Tier 1 – Restaurant	Tier 2 – Restaurant/Bar	Tier 3 – Brewery/Cidery	Tier 4 – Liquor Bar	Tier 5 – Liquor Store
<i>Definition</i>	A building or place with the principal purpose of which is the preparation and serving, on a retail basis, of food and drink to people for consumption on the premises, take away meals/non-alcoholic drinks or entertainment are also provided	A building or place the principal purpose of which is the preparation and serving, on a retail basis, of food and drink to people for consumption on the premises, whether or not liquor, take away meals/drinks or entertainment are also provided	The land or building where beer is produced, packaged, or sold on-site	Liquor bar is a table or counter where alcohol is stored or prepared and served to customers who sit or stand at the bar. Liquor bars can only be in lounges or in premises where minors are not allowed at any times	Any retail establishment which sells exclusively or primarily intoxicating liquor or other alcoholic beverages
<i>Business Description</i>	Restaurant	Restaurant/Bar	Brewery/Cidery	Cocktail Lounge/Speakeasy/Saloon	N/A
<i>Benefits Offered</i>	Restaurants are allowed to sponsor all events and advertise throughout the Town with any of our offerings. They are also eligible to become a Community Partner.	Restaurants/Bars are allowed to sponsor events geared towards adults or large events/festivals over 1000 participants Advertising throughout the Town with any of our offerings.	Breweries/Cideries are allowed to sponsor events geared towards adults or large events/festivals over 1000 participants Advertising at the ballpark, Erie Ice Rink, CC DGC.	Advertising at the ballpark	N/A
<i>Examples</i>	Events: Rad Rover, Touch-A-Truck, Boo! on Briggs, etc. Advertising: Eboard Ad, Gym/Indoor Banner, and Ice Rink etc.	Events: Tails & Ales, Active Adult Events, Fireworks Show Advertising: Eboard Ad, Gym/Indoor Track Banner, Ice Rink, etc.	Events: Tails & Ales, Active Adult Events, Fireworks Show Advertising: CC Disc Golf Course, Erie Ice Rink, & Banner at the Ballpark	Events: None Advertising: CC Disc Golf Course & Banner at the Ballpark	N/A

4 Background

The Erie Parks and Recreation Department prides itself on building community through the delivery of exceptional parks, open spaces, trails, facilities, programs, and services. Financial and in-kind support is needed to sustain and expand our offerings as the community continues to grow and expand. These mutually beneficial business agreements in the form of event sponsorship, advertising, and vending provide an important marketing venue for businesses and an opportunity for them to align themselves with the mission of the Department and Town. In turn, the Town is able to continue to expand upon and build new and exciting programs, events, facilities and more.

5 Guidelines for Accepting Partnerships

All proposed relationships will be considered on an individual, case-by-case basis, and should be consistent with the Town and Department's Mission, Vision, Values.

The following criteria form the basis of the Department's consideration when establishing partnership relationships.

- Is the mission of the organization consistent with the Town's Mission, Vision and Values?
- Are the products, services, and marketing goals of the potential sponsor compatible with the Town's Mission, Vision, Values, policies, and ordinances?
- Does the proposed partnership enhance the Town's community facilities, programs, events, services, or the Department?
- Are the tangible and intangible benefits balanced for both the partner and the Town?
- Do the conditions of the partnership (especially in terms of marketing benefits and advertising) compromise the design standards, visual integrity of our facilities, or the experience of patrons?
- Does the organization commit the Town to additional responsibilities, legal liability, operations, or maintenance costs?
- Does the partnership create a conflict of interest for the Town or the Department?
- Does the partnership in any way invoke future consideration, influence, or perceive to influence the day-to-day operations of the Town?
- Is the partnership opportunity appropriate to the target audience?
- Will the results of the partnership relationship deliver a positive and desirable image for the Town?

Additional considerations when establishing partnership relationships include:

- Agreements may not limit the Town's ability to seek other sponsors.
- The partnership cannot be made conditional on the Town or Department's performance.
- There can be no actual or implied obligation to purchase the product or services of the partner.
- The partnership must not result in, or be perceived to result in competitive advantage, benefit, or preferential treatment for the partner outside of the agreement.
- The evaluation of the potential partnership shall include without limitation the individual's or the organization's values and principles; products and services offered; record of environmental stewardship and social responsibility; rationale for its interest in partnering with the Town; expectations; and ability, timeliness, and readiness to enter into an agreement.
- Ineligible sponsorships include without limitation any potential sponsor whose primary products or services are substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, sexually explicit or inappropriate materials, or who has failed to pay a previously committed amount.
- The Town will not solicit nor accept sponsorship from individuals, foundations, corporations, nonprofit organizations, service clubs, or other entities whose reputation could prove detrimental to the Town's public image. The Town will not allow advertising, either directly or through third party arrangements, which present demeaning or derogatory portrayals of individuals or groups or contain anything, which, in light of generally prevailing community standards, is likely to cause deep or widespread offense. The Town may, at its discretion, bring any proposals to the Board of Trustees for approval even if they do not meet the guidelines of this Policy. The Board of Trustees may also consider any proposal or direct staff to pursue any opportunities for sponsorship that do not strictly adhere to this Policy.

6 Marketing Benefits and Recognition Guidelines

Marketing benefits for the partner are negotiated and detailed in each specific sponsorship agreement. The Department usually will offer a choice of partnership levels, with appropriate benefits associated with each level.

Guidelines include:

- The partner is responsible for providing high resolution logo for all marketing materials. Both black and white and a color versions are preferred. Hourly fee will be applied for any partner that wished to have their logo or artwork altered by Town staff.
- An unlimited number of sponsorship recognition and logos printed on giveaway items is acceptable for partners with designated booth space at events. Partners may also provide items for event specific “goodie bags” with items approved by Department or Town staff.
 - Partner is responsible for providing any giveaway items at their own expense.
- All marketing materials, including but not limited to banners, signs, brochures, cards, posters and newsletters must be approved by the Department.
- The partner is responsible for supplying banner, tents and any other applicable booth space or advertising items.
- The Department or the Town’s marketing staff must approve the use of the Town or Department’s logo by the sponsor in their own business publications. All logo use must be associated with the specific program or event.

7 Procedures

Partnerships are primarily arranged through self-initiation by the potential partner or initiated by the Town through a collaborative effort.

Interested partners are encouraged to contact the Department at any time to discuss a potential agreement or they can submit an advertising or sponsorship commitment form for their proposed ideas.

If initiated by potential partner, the procedure is:

- Completion of commitment form by potential partner
- Conversation with applicable Department staff
- Agreement drafted, with levels of partnership and marketing benefits/recognition outlined
- Marketing materials supplied to Town by potential partner
- Legal agreement executed and payment collected

At times, the Department will solicit requests for partnership through various media, such as direct mail, social media, website, email, or publications. The procedure is the same as outlined above.

8 Terms of Agreement

The Department will use current market research to calculate the value for each tangible and intangible asset offered by the Department or Town to the partner. Costs related to the partnership incurred by the Department will also be incorporated into the sponsorship costs. Determining cost and values will be a mixture of “value-based” and “cost-based” system, where the goal is to recover as much of the costs associated with an event, program, project, or site operations.

Agreements should include the following at a minimum:

- Scope of Sponsorship
- Compensation
- Term and Terminations
- Promotional Limitation
- Independent Contractor Provisions
- Governmental Immunity
- Specific plan for marketing and branding opportunities on what the partner and Town shall each provide as part of the scope – display, type, location, size, design, content and duration

Verbiage in the agreement must be approved by Town Attorney, and all agreements must be executed by the Partner, Division Manager or designee, and the Town Clerk.

9 Sample Partnership Levels

Each agreement is negotiated and tailored to the particular program, event, project, site, and to the partner themselves. A hierarchy of benefits is associated with different partnership levels, often providing more branding visibility and exclusivity with higher levels of support. Some partnerships may involve other Town departments and agencies or require additional approval. The following illustrates the types of benefits that can be provided by the Department:

Event Sponsor

An event sponsorship may include:

- Logo recognition with pass-thru rights on event webpage
- Logo recognition in print marketing materials
- Logo recognition on email marketing materials
- Social Media event mention/tag
- Booth, banner, and name mention at event
- Inclusion on sponsor thank you poster at event
- Logo on goodie bag

Offerings are depended upon event and may not be available for each event opportunity.

Presenting Sponsor

A presenting status event sponsorship may include:

- Logo recognition with presenting sponsor status in program guide
- Logo recognition with pass-thru rights on event webpage
- Logo recognition in print marketing materials
- Logo recognition on email marketing materials
- Social Media event mention/tag
- Social Media sponsor spotlight
- Booth, banner, and name mention at event
- Inclusion on sponsor thank you poster at event
- Logo recognition on event headband
- Logo recognition on event t-shirt

- Logo on goodie bag

Offerings are depended upon event and may not be available for each event opportunity.

Site Sponsor

Unique opportunities may arise within the Department for businesses to sponsor Town amenities.

Examples include:

- Coal Creek Disc Golf
- Erie Ice Rink
- The Boneyard at Reliance Park
- Future parks and recreation amenities

Community Partner

The Community Partner relationship goes beyond a single venue or event. By partnering with the Town, companies support our mission and demonstrate their involvement within the community. It is the Department's aim to ensure that Community Partners help the Town enhance the level of service it provides to residents and visitors to Erie while providing valuable exposure for each partner.

- One company-provided banner (3'H x 6'W) to be hung in the gym/indoor track at the Erie Community Center for one year
- One 30 second advertisement on the eBoard in the lobby at the Erie Community Center; to run approximately 130-200 times per day for one year
- One company-provided banner (5'H x 8'W) to be hung at The Ballpark at Erie from March 15 - November 15, choice of field
- Company logo and website pass-through rights on erieco.gov/special events for one year
- Company logo and website pass-through rights in our monthly email newsletter for one year
- Periodic social media mention/tag from Erie Parks & Recreation social media channels
- Event sponsorship for all Town of Erie Parks & Recreation Department special events (see event sponsorship packet for event details).
- If an event is cancelled or the Community Center is shutdown alternative advertising options will be provided to Community Partners
- Community Partner has the right to be the only business granted community partner status within its product or service category for the calendar year. Request for exclusivity must be made at time of commitment.

Advertising Partner

- Electronic Message Board (eBoard)
 - jpeg image on rotating display on the TV in the main lobby of the Erie Community Center
- Gym/Indoor Track banner
 - 3'H x 6'W banner on display in the gym at the Erie Community Center
- Ballpark Banner
 - 5'H x 8'W banner on display on the outfield fence at the Ballpark at Erie
- Youth Sports Advertising
 - Uniform Logo
 - Logo on program flyer

- Logo in season specific program guide
- Logo on Town's sport-specific website
- Banner – indoor or outdoor
- Flyer at Ballpark at Erie concession stand

Vending Partner

Opportunity for business to sell food/nonfood items at the Ballpark at Erie or designated special events. Proper licensing, business license and insurance is required for all vendors.