



POLICY

Corporate Sponsorship and Advertising Policy

DCRP Advisory Board Recommended: 3/10/2025

Board of Commissioner Adoption: 4/7/2025

Statement of Policy

Davie County Recreation and Parks is a Quality of Life business and service agency offered through the County of Davie and primarily funded through general fund revenues. To further the agency's mission the agency shall seek sponsorships that provide funding or in-kind support of facilities and events. Several national, state, and local trends have increased the public's demand for services and facilities while simultaneously placing a strain on the current tax dollar. Recreation and Parks agencies, as a result, focus on alternative funding methods while enhancing or improving overall cost recovery. Several methods pursued to accomplish these ambitions are Corporate Sponsorships and Corporate Advertising agreements.

These agreements are a very beneficial way to generate non-labor associated revenue sources by sponsoring capital developments, special events, and athletics. These agreements shall be solicited and executed in such a way that it respects the noncommercial nature of the County's property and services. The County maintains the sole discretion as to who is eligible to become a sponsor according to the terms of this policy.

Definitions

For the purpose of this policy, the following definitions apply:

Advertising – the activity of attracting the public's attention to a particular product, service, or venue.

Community Center- a structure offered to the community, which provide planned and supervised leisure, athletic, and, cultural activities to the community.

Corporations- a for-profit entity acting under a legal charter.

Corporate Slogan- a word or phrase that is an identifier for a corporation that may or may not be attached to signage, promotional materials, and marketing campaigns.

Donations- the provision of in-kind goods or money for which no benefits are sought.

Facility – a structure that is County owned and operated property for the use of Recreation.

Logo- a symbol or word art use in branding.

Public Trust- refers to the perception of fairness and impartiality as well as the County's overall reputation in the public's eyes.

Sponsorship- financial or in-kind support from an outside individual or corporate entity for a specific service, program, or facility. Sponsorships are a business relationship in which the County and outside entity exchange goods and benefits for an agreed upon terms.

Sponsorship Benefits- Opportunities given to the outside entity to have its name/ logo appear on park property or materials for an agreed upon period of time.

Sponsorship Agreement- the legal instrument that sets out the terms and conditions of sponsorship and advertising business relationship.

Value-Based Pricing - basing fees and charges on the perceived value of the service.

Market-Based Pricing- basing fees and charges on services and facilities dictated by market costs.

Purpose

- To set the standards, guidelines, and criteria for solicitation and acceptance of sponsorships.
- To protect the vision, mission, and image of the County of Davie and its Recreation and Parks agency.
- To protect the County from risks and to safeguard County facilities and services from any sponsorship or advertisement that will compromise or damage the public trust.
- To create a productive method of generating non-labor associated revenue while allowing local business entities an opportunity to invest in their community.
- To recognize this policy will not be applicable to situations where external funds are a result of gifts, grants, or unsolicited donations.
- To provide suitable method(s) of acknowledgement for partner contributions.
- To ensure an open and fair public process for the consideration of sponsorship and advertising opportunities.
- To provide the County of Davie final decision-making authority on any sponsorship opportunities, thus protecting the public trust.
- To guide potential sponsors and staff to better understand the process and procedures for sponsorship and advertising.

Criteria:

Prohibited materials include and are not limited to:

- Materials featuring, endorsing, or representing alcohol.
- Materials featuring, endorsing, or representing tobacco products, illegal drugs, and/or use.
- Materials featuring, endorsing, or representing sexually oriented products, materials, or establishments.
- Materials that contain political issues, political stances, endorsements of candidates, or campaigns.
- Materials containing profanity, obscenity, hate speech, or any other socially and morally questionable content.

Advertisements representing religious entities are welcome, but the advertisement cannot contain religious slogans, messages, or phrases.

All advertisement signage must comply with the Town of Mocksville and County of Davie sign ordinances, and Recreation and Parks ordinances.

Sponsorship Levels

Level 1- Board of Commissioner Approval Required

Offers of Sponsorship, including naming rights of park amenities that are for terms of multiple years and are projected to generate more than \$15,000.00 in total or exceed more than \$5,000 in any individual year of a multi-year term sponsorship agreement.

Level 2- County Manager Approval Required

Offers of Sponsorship that are 2 -5 year terms and are projected to generate \$5,000 or less in any individual year. This approval includes the authority to approve naming rights of park amenities whose sponsorship agreements, which the monetary value fits within the limit of level 2. The County Manager may refer any sponsorship agreements of a level 2 to the Board of Commissioners for approval.

Level 3- Agency Director Approval Required

Offers of Sponsorship that consist of only a 1-year term and is projected to generate \$2,500 or less within the agreement. This approval does not include the authority to approve sponsorships for naming rights. The Agency Director may refer any sponsorship agreements of a level 1 to the County Manager for approval.

Public Access to Sponsorship Opportunities:

The public shall have access to information pertaining to sponsorship opportunities. It is important to market available opportunities in an open and efficient manner allowing both the potential sponsor and the County to negotiate efficiently.

Unless other provisions are available, each sponsorship opportunity will be accessible through the County's website and other appropriate means.

Sponsorship Negotiation:

Level 1 – sponsorship costs are predetermined and set by the Recreation and Parks Advisory Board. These costs are determined using market based pricing methods.

Level 2 & Level 3- Sponsorship will be negotiated in conjunction with the County Manager and Agency Director. These costs will use value based price methods. The potential sponsor and the County shall discuss monetary amounts and benefits until both parties settle on a mutual agreement.

Sponsorship Agreements:

Upon receiving an offer of sponsorship, the sponsor and County shall enter into an agreement. Based on approval level requirements, the agreement shall be executed. The County will not make any statements that directly or indirectly advocate or endorse a sponsor, their products, or services.

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

Sponsorship Appeal Process:

A denial for any level offer of sponsorship, may be appealed in writing to the Agency Director, County Manager and the Board of Commissioners. The Board of Commissioners decision shall be final.