

345 Advertising and Sponsorship

1.0 Purpose

As a public organization, William Shore Metropolitan Park District gratefully accepts tax-deductible sponsorships or advertising to support its mission relevant activities. The District will not solicit or accept sponsorships from persons or entities whose practices, policies, or operations are deemed unacceptable and contrary to the values implicit in its mission.

2.0 Policy

William Shore Metropolitan Park District actively solicits and encourages individuals, the business community, service clubs, and other organizations to become sponsors of District events, programs, and services. The District will enter into sponsorship agreements with sponsors as it deems appropriate. Sponsorship agreements may vary by sponsor. This policy is designed to be mindful of the District's status as a public agency receiving tax revenue. The District reserves the right to refuse or decline any offer of sponsorship at its absolute discretion or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.

A sponsorship is defined as a mutually beneficial exchange arranged in advance whereby the District obtains support for a specified activity. Sponsor receives acknowledgement in return for cash and/or products and services-in-kind to the District.

William Shore Metropolitan Park District will accept advertising proposals which are consistent with its mission. The district will enter into advertising contracts as it deems appropriate. Advertising agreements may vary by advertiser. The district reserves the right to refuse or decline any advertising proposal at its discretion or to negotiate with the advertiser concerning any aspect of a proposed advertising.

3.0 Guidelines

The District welcomes sponsorship and advertising offers in support of its organizational efforts, subject to the following guidelines:

1. The District will not accept sponsorship that reflects in a negative manner on the organization, does not align with its mission statement, or is not in the best interest of the health and safety of the organization as determined by the District Board.
2. The District does not accept corporate sponsorships for certain categories of products and services, including, but not limited to, alcohol products, illegal drugs and drug paraphernalia, weapons, tobacco products or establishments, sexual escort services, gambling opportunities or casinos, weight-loss products or plans, and check cashing services.
3. The District does not endorse, directly or by implication, any products, services, or ideas promoted except those sponsored directly by the organization.
4. Individual staff should not receive any substantial benefit from association with sponsors. Any commissions, substantial gifts, or other financial benefits should be brought to the attention of a supervisor.
5. The District must retain control over any sponsored program and sponsors will not have any input into operational matters relating to a project they have sponsored.
6. This policy is not applicable to philanthropic contributions, grants, or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists.

These guidelines are intended to provide general guidance. They are not inclusive or exhaustive and are subject to change at the discretion of the District at any time.