



HARRISBURG TOWNSHIP PARK DISTRICT SPONSORSHIP POLICY

The Harrisburg Township Park District welcomes and encourages sponsorships that support the programs and services the District provides to the public.

I. DEFINITIONS

The following words shall have the following meanings when used in this Policy.

“District” means HARRISBURG TOWNSHIP PARK DISTRICT.

“Board” means the Board of Commissioners of the District.

“Policy” means this Sponsorship Policy.

II. PURPOSE

All sponsorships shall be consistent with the District’s mission statement and goals and will conform to all ordinances and policies of the District and will not reflect negatively on the District’s public image.

A Sponsorship is a mutually beneficial business arrangement between the District and a second party, wherein the second party provides cash and/or in-kind services to the District in return for access to the commercial and/or marketing potential associated with the District. Sponsorships may include sponsorship of one or more of the District’s services, projects, events, programs, teams, facilities, or activities.

III. POLICY / PROCEDURES

It is the policy of the District:

- A. To facilitate sponsorships as an effective means of generating new revenues and alternative resources to help support District facilities and programs.
- B. The benefits of sponsorship to the sponsor vary based on the amount as well as the event they sponsor.
- C. To enter into sponsorship agreements only if deemed in the best interest of the District by the Executive Director.
- D. That sponsorships will not result in any loss of District administrative rights, jurisdiction, or authority.

- E. Sponsorship Policy is not applicable to gifts, grants, or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists.
- F. Advertising in District publications, at events, programs, or facilities in conjunction with sponsorship agreements shall not contain material that:
 - a. Is political or cultural in nature.
 - b. Promotes tobacco use or advertises alcohol.
 - c. Promotes firearms, adult-use, or other business deemed inappropriate by the Executive Director.
 - d. Depicts violence and/or anti-social behavior.
 - e. Is slanderous.
 - f. Implies or declares an endorsement by the District of any goods, services, or activities.
- G. The type, size, location, design, content, and duration of any advertising, advertising display, or sponsor recognition must meet all applicable policies and ordinances and is subject to approval and therefore will be specified in the contract, permit, or agreement. Additional signage requests require approval of the Executive Director.
- H. All sponsored products, materials, and services require the Executive Director's approval and must meet the specifications and standards used by the District in the purchase of similar materials.
- I. All proposals for sponsorship must be submitted in writing to the Executive Director or their designee. It will be the responsibility of the Executive Director or designee to track all proposals.
- J. Each project or program that involves solicitation of sponsors should, prior to procurement, create a Sponsorship Plan specific to that project or program that is in line with the Sponsorship Levels. This plan needs to be approved by the Executive Director.
- K. All Affiliate Associations must adhere to this policy when soliciting sponsorships.

IV. AMENDMENTS

This Policy may be amended by the District at any time. If the Policy is amended, the District shall file a written copy of the Policy, as amended, with the Board and shall also advise all District employees of the existence of the amended Policy.

V. EFFECTIVE DATE

This Policy becomes effective MAY 1, 2020.

Richard Rumsey
Richard Rumsey, President

Doug Emery
Doug Emery, Vice President

5/1/2020
Date Signed

ATTEST:

Michael Williams
Michael Williams, Secretary / Treasurer