

CITY OF SPOKANE PARKS AND RECREATION DIVISION ADMINISTRATIVE POLICY AND PROCEDURE	ADMIN 1400-11-07 LGL 2011-0031
TITLE: <b>SPONSORSHIPS, DONATIONS, NAMING RECOGNITION OF PARKS AND RECREATION AREAS, FACILITIES AND PROGRAMS</b>	
EFFECTIVE DATE: JULY 14, 2011	
#1 REVISION EFFECTIVE DATE: OCTOBER 12, 2017	
#2 REVISION EFFECTIVE DATE: SEPTEMBER 14, 2023	

**TABLE OF CONTENTS**

- 1.0 GENERAL
- 2.0 DIVISIONS/DEPARTMENTS AFFECTED
- 3.0 REFERENCES
- 4.0 DEFINITIONS
- 5.0 POLICY
- 6.0 GUIDING PRINCIPLES
- 7.0 RECOGNITION OF SPONSORSHIPS AND GIFTS
- 8.0 NAMING OF A PARK, FACILITY OR FEATURE
- 9.0 MEMORIALS, PLAQUES AND TRIBUTES
- 10.0 PLANNING AND FULFILLMENT
- 11.0 TERMINATION
- 12.0 RESPONSIBILITIES
- 13.0 APPENDICES

**1.0 GENERAL**

Spokane Parks and Recreation is a Division of the City of Spokane whose services are primarily funded from the City's general fund. In recent years demands upon these funds have increased, a trend that is expected to continue.

To maintain and enhance the City's park and recreation system, Spokane Parks and Recreation is actively seeking to establish revenue streams and resources that will increase its ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's general fund.

This policy will provide opportunities for the private sector to invest back into the community.

Any naming must be to the benefit of enhancing the space, as a first priority. The Parks Master Plan, approved by the Park Board, will guide all investments.

Existing facilities and features within a named park are generally assumed to have the same name (i.e. the shelter at Franklin Park, the playground at Logan Peace Park, the ballfields at Friendship Park). As a guiding rule, re-naming of spaces is not allowed unless determined by the Park Board. New facilities and features will be named through a process initiated by Parks & Recreation in alignment with the policy.

**2.0 DIVISIONS/DEPARTMENTS AFFECTED**

This policy and procedure shall apply to the Spokane Parks and Recreation Division.

### 3.0 REFERENCES

City Charter - Section 48. Park Board - Powers  
Park Board Rules - Section 14. General Operating Policies and Procedures, Ruling  
and Appeals

### 4.0 DEFINITIONS

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

- 4.1 "Advertising" - a form of marketing that is paid for by an individual or organization to attract the public's attention to a particular product or service.
- 4.2 "Division" - Spokane Parks and Recreation Division.
- 4.3 "Department Directors" - senior Parks and Recreation management directly under the Director of Parks and Recreation or the Executive Officer who have responsibility for parks recreation departments.
- 4.4 "Historical or Prominent Individuals/Families/Groups"- individuals, families or groups that have a historical connection to the City's heritage or have in some way made significant contributions to the Spokane community.
- 4.5 "Individual and Family Giving" – A donation garnered from the general public who desire to contribute financially to the Division, for which there may be some mutually agreed upon recognition benefit. Donations are typically driven by fondness or affection for Parks and Recreation, or in support of the Division mission.
- 4.6 "Interpretive sign" - a sign within a park that interprets natural, historic, and/or cultural features.
- 4.7 "Logo" - a symbol or name that is used to brand an organization.
- 4.8 "Marketing" - all forms of promotional efforts to attract the public's attention to a particular product or service. Marketing opportunities offered to sponsors are specific to each sponsorship and detailed in the agreement in accordance with City laws and Division policies.
- 4.9 "Memorials and tributes" – plaques, benches, trees or other similar elements designed to honor an individual in recognition of a contribution.
- 4.10 "Naming rights" – A financial transaction and form of advertising whereby a corporation, community organization, or other entity purchase the right to name a park asset or program, typically for a defined period of time of 3 to 20 years, with the intent to promote its brand or market its programs and services.
- 4.11 "Park" – Division property designated as a park.
- 4.12 "Park asset" – Physical Division amenities, features and facilities identified by the Park Board as an opportunity for naming rights or individual and family

giving.

- 4.13 "Park facilities" - buildings, outdoor fields, recreation, sports or entertainment facilities in which structured and unstructured activities are provided.
- 4.14 "Park features" – fountains, artwork, amenities, and similar.
- 4.15 "Plaque" - a flat memorial plate containing information that is either engraved or in bold relief that may be affixed to a park asset or displayed in a public place as a form of recognition.
- 4.16 "Program sponsorship" – A payment or in-kind service by a business to support a program, activity or special event of the Division in return for certain recognition benefits, which may include naming. Sponsorships will generally be a year or shorter in duration and not associated with a permanent park asset.
- 4.17 "Recognition benefits" – Opportunities provided to the sponsor or donor as an incentive or appreciation for charitable donations.
- 4.18 "Sign" - a structure that is used to identify a specific park, to convey directions/rules to park users, and/or to inform about a project or attraction. May be temporary or permanent.
- 4.19 "Sponsorship or donation agreement" - the legal instrument that sets out the terms and conditions agreed upon by the parties.

## 5.0 POLICY

- 5.1 It is the policy of Spokane Parks and Recreation Division to actively seek sponsorships, charge fees for advertising and to accept donations and gifts where appropriate, for its events, services, parks, equipment and facilities. The purpose of such is to increase the Division's ability to delivery services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's general fund.
- 5.2 In appreciation of this support, it is the policy of the Division to provide suitable acknowledgement and recognition of these contributions. The recognition shall adhere to the aesthetic values and purpose of the Division's parks, facilities, and services, and to the recognition guidelines outlined in this policy.
- 5.3 Sponsorships and donations will be considered for the following broad types of activities:
  - 5.3.1 Event Sponsorship - financial or in-kind support for an event organized by the Parks Division on park property. Depending on the details of the agreement, the sponsor's name may or may not be directly linked to the event (i.e. a title sponsorship), and the sponsor may have a variety of temporary marketing opportunities.
  - 5.3.2 Park Facility or Feature - financial or in-kind support associated with the design, construction and/or on-going maintenance and operation of a particular park or recreational, sport, entertainment or cultural facility. Recognition opportunities are negotiated with the agreement.

- 5.3.3 Program Sponsorship - financial or in-kind support that facilitates the ongoing delivery of a particular citywide or site-specific program. Recognition of the sponsor could be associated directly to the program, or other marketing opportunities could be available, depending on the terms of the agreement.
- 5.3.4 Memorials or Tributes – plaques, trees, or similar in honor of a person or persons, with recognition benefits outlined in the proposal and agreement.

5.4 All sponsorships, gifts, donations, naming recognition, memorials, tributes, and plaques shall be formalized legally in writing through a Sponsorship or Donation Agreement, and signed by a representative from each party.

- 5.4.1 The agreement should include a clear statement of the purpose, financial value, benefits associated including specific recognition and marketing opportunities, total costs, maintenance and replacement, each party's roles and responsibilities, and term and termination provisions.

## 6.0 GUIDING PRINCIPLES

The following principles form the basis of the Division's consideration of sponsorships, gifts, and naming requests, and have been established to ensure all considerations are treated equitably.

- 6.1 Sponsorship, naming, gift and donation proposals:
  - 6.1.1 Must directly relate to the intent of the facility or park, and its master plan or business plan.
  - 6.1.2 Cannot be made conditional on Division performance.
  - 6.1.3 Will not be accepted from organizations whose mission conflicts with the mission of the Division, and must be deemed age-appropriate
  - 6.1.4 Will provide a positive and desirable image to the community.
  - 6.1.5 Will provide benefits commensurate with the relative value of the sponsorship.
  - 6.1.6 Cannot limit the Division's ability to seek other sponsors.
  - 6.1.7 Will include an operating endowment or operating donation if the gift requires a level of service, maintenance, or service beyond current staffing levels.
  - 6.1.8 Will enhance the design and visual integrity of the park/facility.
  - 6.1.9 Will be evaluated individually and shall include, but not be limited to: products/services offered; sponsor's record of involvement in environmental stewardship and social responsibility; principles of the sponsor; sponsor's rationale for its interest; sponsor's expectations; and sponsor's timeliness and/or readiness to enter into an agreement.
- 6.2 Ethical Considerations
  - 6.2.1 Sponsorships, naming, gifts and donations may come with unintended consequences and need to receive careful consideration. On occasion, the Division or Park Board may need to reject an offer under circumstances including, but not limited to: the potential sponsor seeks to secure a contract, permit or lease; the potential sponsor seeks to impose conditions that are inconsistent with the Division's mission, values, policies, and/or planning documents; acceptance of a potential sponsorship would create a conflict of interest or policy (e.g., sponsorship from a tobacco company, political organization; the potential sponsor is in litigation with the City of Spokane.)

## 7.0 RECOGNITION OF SPONSORSHIPS AND GIFTS

### 7.1 The following principals will guide the recognition:

- 7.1.1 The recognition shall not detract from the visitors' experience or routine use, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest.
- 7.1.2 All forms of recognition must meet Division design and maintenance guidelines.
- 7.1.3 Recognition shall not suggest in any way the endorsement of a sponsor's goods or services by the Division, or any proprietary interest of the sponsor in the Division.
- 7.1.4 All sponsorship, donation or naming rights agreements will be for defined period of time having regard to the contribution.
- 7.1.5 Benefits will be provided at a level of recognition and will specify costs commensurate with the contribution, as outlined in an annual plan by the Division.
- 7.1.6 All sponsorship marketing materials must be approved by the Division's Communication Manager.
- 7.1.7 The Division's Communication Manager must approve the use of the City's or Parks and Recreation's logo by the sponsor in their own business publications.
- 7.1.8 All signs must comply with city ordinance.

### 7.2 Forms of recognition: The Division wishes to work closely with each donor to provide recognition that is meaningful to the donor. Acknowledgement may include one or more of the following:

- 7.2.1 A thank you letter.
- 7.2.2 Publicity through printed materials, publications, the Division website, social media, and/or media releases, and through the sponsor's channels. Design standards of the Parks and Recreation Division will apply.
- 7.2.3 Events such as a ground breaking or ribbon cutting ceremony, private group tour or photo opportunity.
- 7.2.4 Mayor, City Council and/or Park Board member acknowledgement at civic functions.
- 7.2.5 Designated seating at an event, passes to an event, waived fee for facility use, or similar.
- 7.2.6 On-site recognition such as a temporary or permanent sign.
  - 7.2.6.1 The form of any on-site recognition shall be of an appropriate size and color and shall not detract from the park surroundings or any interpretive message.
  - 7.2.6.2 The Division Communication Manager shall determine approval of the sign/plaque style and design and inclusion of a sponsor's name and/or logo.
  - 7.2.6.3 The placement of temporary signs and plaques shall be determined between the Communication Manager and the appropriate Department Director. In the event of consensus not being reached, the Parks and Recreation Director's decision shall be final.
  - 7.2.6.4 Permanency of the sign is limited to the terms of the contribution.
- 7.2.7 Name association to an event, program or project.
- 7.2.8 Naming of a facility, feature or park (see section 8.0).

### 7.3 Determining the form of recognition

- 7.3.1 Annually, sponsor/donor opportunities and recognition tiers will be developed and/or reviewed by the Communication Manager and/or consultants or staff designated by the Director in collaboration with appropriate Department Directors.
- 7.3.2 Annually, recommended sponsor/donor opportunities and recognition tiers will be presented to and approved by the Director and the Park Board.
- 7.3.3 In determining the type and extent of recognition benefits, current market research data and cost analyses will be used to determine the value for each tangible and intangible benefit offered.
- 7.3.4 If a recognition plan involves naming of a park, facility or feature within a park, the naming procedures will apply (section 8.0).

### 7.4 Sample of sponsor/gift opportunities and recognition tiers: each sponsorship is negotiated and tailored, however a hierarchy of benefits is associated with varied levels of sponsorships. The following demonstrates some benefits that may be included at various levels

- 7.4.1 Lower investments may offer banner placements, give-away opportunities, recognition without logo in publications and social media, mention in a press release, recognition in remarks at the event, recognition on site signs.
- 7.4.2 Mid-level investments may offer the above in addition to logo placement or advertisements in publications/print materials (i.e. the Activity Guide) and social media, passes or special access to events, product sampling, waived fees for facility use.
- 7.4.3 High-level sponsorships may include the above plus name association to an event or program, designation as the official sponsor of an event or program, permanent signs or plaques, or naming rights of a park, facility or feature.

## 8 NAMING AND RE-NAMING OF A PARK, FACILITY OR FEATURE

The following principles form the basis of the Division's consideration of naming or re-naming parks, facilities and features within a park (i.e. "Acme Park" or "Acme Field" or "Acme Fountain"). They do not apply to the associated naming of an event, program or project (i.e. "Acme Skate Night" or "Acme Softball Tournament"); those are temporary program name associations in accordance with the annual sponsor opportunities.

Existing facilities and features within a named park are generally assumed to have the same name (i.e. the shelter at Franklin Park, the playground at Logan Peace Park, the ballfields at Friendship Park). As a guiding rule, re-naming of spaces is not allowed unless determined by the Park Board. New facilities and features will be named through a process initiated by Parks & Recreation in alignment with the policy.

- 8.1 In accordance with the City Charter, Section 48, the Park Board may designate by name any park and structures thereon.
- 8.2 The recommendations for park, facility and feature names will be based on and chosen from the following criteria:
  - 8.2.1 Historic events, places and people related to Spokane and the region
  - 8.2.2 Exceptional individuals who have positively impacted parks and recreation in Spokane and the region

- 8.2.3 A suitable program or community related name which denotes an appropriate linkage to its function
  - 8.2.4 Living nominees must have been deemed by Park Board and the community to have made an outstanding contribution to the City
  - 8.2.5 Living political nominees must be retired from political life for at least five (5) years
  - 8.2.6 In recognition of a significant donation covering one or preferably more of the following:
    - 8.2.6.1 Sixty percent (60%) or more of the cost of the particular park or facility, or one hundred percent (100%) of the feature
    - 8.2.6.2 Deeding to the City all of the land on which the park, facility or feature will be situated
    - 8.2.6.3 Some long term endowment for the repair and maintenance of the donated park, facility or feature
    - 8.2.6.4 The provision of costs that will service program needs
  - 8.2.7 The duplication or repeat use of names will be avoided, where possible.
- 8.3 Renaming of a Park, Facility or Feature
- 8.3.1 Proposals to rename parks are not allowed unless Park Board determines a legitimate public interest to do so.
  - 8.3.2 Proposals to rename facilities or features will be considered in accordance with any naming rights agreements (i.e. a 10 year agreement for naming rights to "Acme Fountain.")
- 8.4 Process for Naming Parks, Facilities and Features
- 8.4.1 Anyone wishing to propose a name for a park, facility or feature must submit a written request to the Director. The request should include a brief synopsis of the reasons for the proposed name.
  - 8.4.2 All naming opportunities shall be developed under the guidance of the Communication Manager and/or a designated consultant in collaboration with the appropriate Department Director.
  - 8.4.3 The Communications Manager or other Parks staff may meet with neighborhood representatives, other City government organizations (e.g. Historic Preservation, Planning Services), or organizations concerned with parks and/or park facilities in order to prepare a recommendation.
  - 8.4.4 For assets with an annual contract dollar value at or less than \$20,000/year and/or at or less than 5 years in duration, decisions about naming rights will be made within the Division and appropriate Department and will not require Park Board approval (only Park Board notification through the appropriate committee).
  - 8.4.5 For assets with an annual contract dollar value greater than \$20,000 and/or greater than 5 years in duration, the naming rights proposal will be submitted to the Park Board through the appropriate committee for approval.
  - 8.4.6 Accepted proposals will adhere to the City Charter and all other relevant guidelines and procedures as previously outlined.
  - 8.4.7 If a new park or facility is completed and no fitting suggestion for a name has come from the community or in association with a gift, the Park Board will select a name and may involve community outreach (i.e. nominations, contest, etc.).

## 9.0 MEMORIALS, PLAQUES AND TRIBUTES

The following principles form the basis for the Division's consideration of memorial, plaque or tribute proposals:

9.1 Memorials, plaques or tributes should benefit the general public as a first priority with the benefit to the donor or honoree as a secondary goal.

9.2 Inventory options vary by location and are dependent upon space and need. The Director or Assistant Director of Park Operations will review and approve all requests.

9.3 An agreement will be consummated to include responsibilities related to the memorial or plaque including but not limited to: installation costs including on-going upkeep, and replacement or repair costs.

9.4 Proposals of memorials, plaques or tributes in parks and recreation areas may include:

9.4.1 New trees, treereplacement, or seasonal planting beds;

9.4.2 New or replacement park benches, picnic tables, BBQ pit stands, drinking fountains, or trash receptacles;

9.4.3 New or replacement picnic shelters, play equipment, or water misting stations

9.5 Accepted proposals will adhere to all other relevant guidelines and procedures as previously outlined.

## 10. PLANNING AND FULFILLMENT

10.1 Sponsor and donation recognition will be determined as outlined in section 7.0.

### 10.2 Solicitation Planning

10.2.1 The Communication Manager and any designated consultants, in consultation with the Division Director and appropriate Department Directors, shall develop an on-going accrual plan that includes prioritized opportunities for the purpose of solicitation.

10.2.2 Sponsorships and giving opportunities are either initiated by the Division through a formal Request for Sponsors (RFS) process, initiated by the Division or their representative based on perceived potential interest of a specific sponsor/donor, or self-initiated by the potential sponsor/donor.

10.2.3 Identified opportunities shall be approved by the Director and subsequently communicated to the Spokane Parks Foundation to facilitate an integrated approach to the procurement and management of sponsorships and gifts/donations by the two organizations.

10.2.4 Selected Parks and Recreation staff, Park Board members, and elected officials may be tasked with soliciting sponsors in accordance with the plan and upon their willingness.

10.2.5 All unsolicited sponsorship proposals shall be referred to the Communication Manager or designated consultant who shall be responsible for their evaluation and the provision of a recommendation to the appropriate authority level.

**10.3 Monitoring and Performance Reporting**

**10.3.1 It will be reported upon annually by the Communication Manager or designated consultant to the Park Board the number of active sponsorships/donations and their dollar value.**

**11.0 TERMINATION**

The Division reserves the right to terminate any contractual relationship should conditions arise during the life of the agreement result in a conflict with this policy or if the agreement is no longer in the best interests of the Division. Decisions to terminate an agreement shall be made by the Director. Circumstances include but may not be limited to: the sponsor seeks to impose conditions that are inconsistent with the Division's mission, values, policies, and/or planning documents; a conflict of interest or policy arises during the agreement period; the potential sponsor is in litigation with the City of Spokane.

**12.0 RESPONSIBILITIES**

The Director of Parks and Recreation shall administer this policy.

**13.0 APPENDICES**

None

**APPROVED BY:**

James Richman  
City Attorney

9/20/2023  
Date

Garrett Jones  
Director of Parks and Recreation

9/20/2023  
Date