

Subject:
Sponsorship

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Revision:
Approval:

Purpose:

To allow sponsorship in order to generate revenue to support and enhance VPD events, publications, programs and facilities. To maintain control of and share in the economic benefits of the commercial use of district property and image. To ensure that advertising in VPD parks is appropriate for all age levels, is not offensive to the general public, and is in the best interest of the community.

Policy:

It is the policy of the Vashon Park District that sponsorship agreements will exist in accordance with the guidelines set forth herein. Sponsorships must support the mission and policies of the Vashon Park District. Any recognition will be integrated thoughtfully, tastefully, and only where appropriate. No sponsorships are accepted which:

- Inhibit the use or function of any park, park facility, program or event;
- Attack any ethnic, racial, religious or minority group;
- Promote the use of illicit drugs, tobacco, alcohol, marijuana, or firearms;
- Promote hostility, disorder or violence;
- Are libelous;
- Are of a sexual nature;
- Infringe on the rights of others;
- Promote a specific religion or religious belief;
- Promote or oppose any political candidate or cause;
- Operating and maintenance costs are prohibitive.

Responsibility:

The Executive Director is authorized to enter into sponsorship agreements. The Director will seek advice from the VPD Commissioners on proposed agreements that may not meet the criteria listed above.

Procedures:

If the Executive Director approves the proposal in principle, a sponsorship agreement will be drafted for signature. This agreement will include the contract relationship; the term; description of fees, commission, and/or in-kind services provided to Vashon Park District; the marketing rights and benefits provided to the sponsor; and termination provisions.