



## Sponsorship Guidelines

### General Statement

MetroParks of Butler County shall seek sponsors that further its mission by providing monetary or in-kind support for programs, services or facilities. MetroParks of Butler County exercises sole discretion over who is eligible to become a sponsor according to the terms of these guidelines. Whenever possible, sponsorships shall be linked to specific activities, events, facilities, programs, or publications.

MetroParks of Butler County will neither seek nor accept sponsors that manufacture products or take positions inconsistent with local, State, or federal law or with MetroParks of Butler County policies, positions, or resolutions. The establishment of a sponsorship agreement does not constitute an endorsement by MetroParks of Butler County of the sponsor's organization, products, or services.

### Requirements

Placement of sponsorship messages upon MetroPark property or in MetroPark publications shall require specific authorization. MetroParks of Butler County possesses sole and final decision-making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse to enter into any proposed sponsorship agreement. Sponsorship requests shall be submitted through contractual relationship in a manner and form outlined in the following section, and all potential sponsorship agreements shall be reviewed in accordance with the following procedures and guidelines.

Sponsorship agreements projected to generate less than \$25,000 shall require written approval of the Executive Director (or his/her designee). See the current list of sponsorship opportunities.

Sponsorship agreements which are projected to generate \$25,000 or more or include naming rights will require approval by the Board of Park Commissioners prior to execution.

Sponsors are solely responsible for obtaining necessary permission to use photographs, trademarks, trade names, copyrighted material or any other legally protected property and shall hold the MetroPark harmless for any such use, including all consequences or damages resulting therefrom. All commercial messages or advertisements shall be accepted and published by the MetroParks upon the representation that the agency or sponsor is authorized to publish the entire contents and subject matter thereof. Sponsor shall agree to indemnify and hold harmless the MetroParks of Butler County, its officers, agents and employees against all damages, costs and expenses including, without limitation, attorney's fees resulting from any claim, action or proceeding alleging that the commercial message or sponsorship infringes on any copyright, violates any right of privacy, or other personal or property right, constitutes libelous matter, plagiarism,

unfair competition, unfair trade practice, infringement of trademarks, or other matter contrary to law or contains any formula or instructions injurious to the user of a sponsor's product.

## Permissible Sponsors & Message Content

Sponsorships on MetroParks of Butler County property are maintained as a nonpublic forum. MetroParks intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages. MetroParks may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship recognition message. MetroParks will not deny sponsorship opportunities on the basis of the potential sponsor's viewpoint.

The MetroParks shall not accept or enter into a sponsorship agreement with an organization that is engaged in any of the following activities, that has a mission of supporting any of the following subject matters, or that, in the sole discretion and judgment of the authorized representative of the MetroParks or the Board of Park Commissioners, is deemed to be unsuitable for and contrary to community standards or appropriateness for government publications:

- Promotion of the sale or consumption of alcohol products or depiction of the use of alcohol products unless such products are or will be lawfully offered for sale at premises owned or operated by the MetroParks and the sponsorship is specifically for those premises;
- Promotion of the sale or consumption of tobacco products or depiction of the use of tobacco products;
- Commentary, advocacy or promotion of issues, candidates, campaigns or organizations of a social, political, religious, or rhetorical nature;
- Promotion of illegal gambling, pari-mutuel betting, or games of chance, in name, likeness or implication, or promotion of establishments providing such services or activities of a related or similar nature;
- Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness, or characterizations which suggest, depict or promote any such element or sexually oriented products, activities or materials;
- Promotion in any form of illegal drugs, illegal drug use or illegal drug materials, or characterizations which suggest or depict the promotion or glorification of any such products, activities or materials;
- Promotion of the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature;
- Inclusion of materials, depictions, promotions or offerings, which are the type, prohibited by, or by their nature would violate, any postal restrictions or regulations or any federal, State, or local law, rule, or regulation.

# Contract & Content

Establishing a contract with the MetroParks of Butler County shall result in the creation of a sponsorship agreement that will detail the following information, at a minimum:

- Activities, products, and services of the private entity, its parent, subsidiaries, affiliates and predecessor companies;
- Benefits to be given to the proposed sponsor by the MetroParks of Butler County, and the estimated monetary value of those benefits;
- Benefits to be given to MetroParks of Butler County by the proposed sponsor, and the estimated monetary value of those benefits;
- Prominence of the proposed public recognition of support;
- Content of the proposed public recognition of support;
- Duration of the proposed public recognition of support;
- Conditions under which the sponsorship agreement may be terminated.

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## Sample Sponsorship Agreement

This Agreement is made and entered into between the MetroParks of Butler County (MetroParks) and XXX Business (also referred to as the Presenting Sponsor). The MetroParks of Butler County (also referred to as MetroParks) and XXX Business agree as follows:

### XXX Business agrees to the following:

- XXX Business has agreed to become the Series Presenting Sponsor for the Summer Concert Series special event.
- XXX Business will remain the sole presenting sponsor for the length of the concert series (May 1, 2013 – August 31, 2013) unless the agreement is terminated under the provisions contained herein.
- XXX Business has pledged the following Sponsorship amounts: *\$10,000 to cover all 12 Concerts during the summer of 2013.*
- XXX Business approves the attached signage image.
- XXX Business has been provided with a copy of the Sponsorship Guidelines which are attached as Exhibit A and made a part of this agreement. XXX Business affirms that it has read a copy of the Sponsorship Guidelines and that it is eligible under the guidelines to participate as a sponsor. XXX Business agrees that it will comply with the guidelines during the term of the sponsorship agreement.

**Sponsorship Benefits:**

Receives:

- Name recognition:
  - Year round (Spring 2013 – Winter 2014) in the MetroParks Program Guide
  - On the MetroParks Facebook page anytime we post regarding concerts
  - On the MetroParks Sponsor page of the MetroParks website
  - On all 3,000 printed flyers
  - On a banner displayed during the concert
  - Through concert announcements made in local media by MetroParks

**The MetroParks of Butler County agrees to the following:**

- MetroParks will not accept another presenting sponsor for the 2013 Summer Concert series
- MetroParks will place the presenting sponsor’s name under the *Major Sponsors* section of the Program Guide for one year (Spring–Winter)
- MetroParks will recognize the presenting sponsor each time the MetroParks posts to Facebook information about the concert series
- MetroParks will place the presenting sponsor’s name under *Major Sponsors* on the MetroParks website during the duration of the concert series
- MetroParks will denote the presenting sponsor’s name as Series Sponsor on all concert flyers
- MetroParks will create a 3’ x 6’ banner to be used at all concerts advertising the series presenting sponsor
- XXX Business will be recognized as the Series Presenting Sponsor during concert announcements made by MetroParks in local media

Presenting Sponsor (XXX Business) Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Presenting Sponsor Agency/Company Name: \_\_\_\_\_

Presenting Sponsor Address: \_\_\_\_\_

This Agreement between the MetroParks of Butler County and XXX Business is for a term of one (1) summer commencing on \_\_\_\_\_, and ending on \_\_\_\_\_. By signing, all parties agree with the terms outlined above and approve attached signage.

Signature \_\_\_\_\_  
Jonathan Granville, Executive Director  
MetroParks of Butler County

Signature \_\_\_\_\_  
XXX, Owner

Please sign and return by \_\_\_\_\_ to:

The MetroParks of Butler County  
2051 Timberman Road  
Hamilton, Ohio 45013  
Attn: Jonathan Granville, Executive Director

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## Sponsorship Opportunities

Attached is a list of sponsorship opportunities divided by facilities, programs and services. The list of sponsorship opportunities may be updated and/or revised periodically as authorized and approved by the Executive Director. Other opportunities not on this list will be considered for sponsorship on an individual basis. New opportunities and proposals, along with naming rights and sponsorship arrangement projected to generate \$25,000 or more, will require approval by the Executive Director and Board of Park Commissioners prior to execution. Potential sponsors who wish to explore an opportunity not on the list should be directed to contact the Executive Director.



## Sponsorship Opportunities - 2013

### Programs & Special Events

#### Summer Concerts series

- Series Presenting Sponsor - \$10,000 – Covers 12 concerts and only available to one sponsor
- Single Event Sponsor - \$1,000 – Recognition at 1 concert as the sponsor
  - *The Series Sponsor will receive name recognition year round in the Program Guide, on Facebook, the website, on all 3,000 printed flyers, on concert sponsor board and through concert announcements.*
  - *A Single Event Sponsor would receive name recognition on the website, Facebook, concert sponsor banner and through announcements.*

#### Discovery Kids Sponsor

- Series Sponsor - \$5,000 – Covers the entire 35 Discovery Kids Series. Available to one sponsor only.
- Program Supporter - \$2,500 – Recognition as a Supporter of the Discovery Kid Series. Available to three (3) – supporters only.
- Single Event Sponsor - \$350 – Sponsor for one Discovery Kids event
  - *The Series Sponsor will receive year round name recognition in the Program Guide, on Facebook, the website, on building signage and through periodic advertisements.*
  - *The Program Sponsor will receive name recognition in the Program Guide (for one quarter), on Facebook, the website and on signage.*
  - *A Single Event Sponsor would receive name recognition on Facebook, the website and on signage the evening of the event.*

#### Crazy Cardboard Regatta

- Special Event Sponsor - \$10,000 - Available to one sponsor only.
- Event Supporter - \$5,000 – Available to three (3) – supporters only.
  - *The Special Event Sponsor will receive name recognition year round in the program Guide, on Facebook, the website, on all signage and through announcements.*

- *An Event Supporter will receive name recognition in the program guide (for one quarter), on Facebook, the website, on signage and through a concert announcement.*

**Mud Mania**

- Special Event Sponsor - \$5,000
- Event Supporter - \$5,000 – Available to three (3) – supporters only.
  - *The Special Event Sponsor will receive name recognition in all MetroParks, on Facebook, the website, on all signage and through event announcements.*
  - *An Event Supporter will receive name recognition in the program guide (for one quarter), on Facebook, the website, on signage and through a concert announcement.*

**Pioneer Days**

- Special Event Sponsor - \$5,000
- Event Supporter - \$5,000 – Available to three (3) – supporters only.
  - *The Special Event Sponsor will receive name recognition in all MetroParks publicity, on Facebook, the website, on all signage and through event announcements.*
  - *An Event Supporter will receive name recognition in the program guide (for one quarter), on Facebook, the website, on signage and through a concert announcement.*

**General Program Partner Opportunities**

- Program and event sponsorships offer many possibilities. We’re happy to consider any idea or suggestion. Partner sponsorships may help to provide equipment, repairs, supplies, apparel or transportation fees and offer a variety of unique marketing opportunities. Below is a list of programs with sponsorship possibilities.
  - Nature Trail Monitoring program
  - Nest Box Monitoring
  - Summer Camps
  - Outdoor Education programs
  - Historical Interpretation programs
  - Adventure Recreation programs
  - Apparel
  - Volunteer Bike/Pedestrian Pathway Monitor Program
  - Park Ranger Public Safety Programs

## Promotional Materials

- *Quarterly Program Guide – 21,000 copies distributed quarterly (all prices are per season / discounts available for annual commitment)*
  - Full page color ad (back cover) - \$2,000
  - Half page color ad (back cover) - \$1,000
  - Quarter page color ad (back cover) - \$500
  - Small black and white ad (inside pages) - \$100
- *Newsletters / Pamphlets - \$500 - \$3,600 per year*

## Equipment

- Vehicles – Programming, Maintenance, Etc. (environmentally friendly cars, trucks, vans or buses)
- Forestry Skidsteer (for invasive plan species control)

## Services

- Marketing
- Website hosting, Website design
- Dog Waste Bag Dispensers
- Park Services (tree trimming, chemical applications, mowing)

## General Facilities

- Plant Beds and Gardens (decorative, themed, historic, production, community, etc.)
- Meadows (warm and cool season grasses, prairie, wildflowers)
- Trees (memorial, re-forestation programs)
- Benches
- Athletic Field Signage - \$2,500 / field / season
- Amphitheatre - large-small (capacity 10,000 to 100)
- Naming Rights – Athletic Fields, Sledding Hills, Buildings, Platforms, Decks, Lakes, Ponds, Roadways, Amphitheatre, etc.)
- Playground Structures
- Shelter House
- Concession Facility
- Dog Park (shelter house, agility & training area, large & small dog areas)
- Foot Bridges
- Bike/Pedestrian Paths-Paved
- Running Trails and Routes
- Nature Trails – Unpaved
- Historic Facilities (cabins, houses, barns, sites, etc.)



### **Athletic Field Complexes**

- Scoreboards (electronic, digital, or standard)
- Electronic Bill Boards (w/message content or without message content)
- Field Naming Rights