

DONATIONS, SPONSORSHIPS, AND NAMING RIGHTS POLICIES AT CITY OF YANKTON PROPERTIES

Introduction

The City of Yankton provides services which are primarily funded from the City's general fund. In recent years demands upon such funds have increased, a trend that is expected to continue. To maintain and enhance the City's properties, the City is seeking to establish alternate revenue streams 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. One of the alternate funding sources being pursued is sponsorship.

Policy Statement

It is the policy of the City of Yankton to seek sponsorships for its events, services, facilities, and properties from individuals, foundations, corporations, nonprofit organizations, service clubs, and other entities. The purpose of such sponsorships is to increase the City's 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. In appreciation of such support, it is the policy of the City of Yankton to provide sponsors with suitable acknowledgement of their contributions. However, such recognition shall adhere to the aesthetic values and purpose of the City's events, services, facilities, and properties. In addition, such recognition shall not detract from the visitor's experience or expectation, nor shall it impair the visual qualities of the site or be perceived as creating a proprietary interest. Signs shall conform to all applicable laws and ordinances.

Definitions

For the purpose of this policy the following definitions apply:

Advertising – the activity of attracting the public's attention to a particular product or service.

City Facility – a building owned by the City of Yankton exclusively.

Corporate Slogan – a word or phrase that may be attached to a corporate name or logo, e.g., Keep Yankton Beautiful, Healthy Yankton.

Donations – the gift of in-kind goods, property, and/or money for which NO BENEFITS are sought.

Interpretive Sign – a sign within a City property that interprets natural, historic, and/or cultural features.

Logo – a symbol and/or name that is used to brand an organization.

Manager – the management positions within the City of Yankton including the City Manager and each of its identified departments that are responsible for events, services, facilities, and properties having a citywide impact.

Property – land owned by the City of Yankton.

Plate – a flat memorial plate containing information that is either engraved or in bold relief.

Recognition Benefits – opportunities given to the sponsor to have its logo appear on City property or materials for a specified period of time.

Sign – a structure that is used to identify a specific property, to convey directions to users, and/or to inform the public of the relevant regulations and other pertinent information.

Sponsorship – financial or in-kind support from an individual or corporation for a specific event, service, facility, and property in return for certain benefits.

Sponsorship Agreement – the written legal instrument that sets out the terms and conditions the parties have agreed to.

Temporary Sign – a sign that is erected for a short, known period of time.

Type A - City of Yankton Sponsorship Program: A sponsorship (of 100%) that includes placing a recognition plate on the amenity sponsored. The recognition plate will be sized so it is visible by close proximity foot traffic only. The recognition plate will be purchased and installed by the managing department. A recognition plate will be in place until the original item is no longer functional. No signage separate from the recognition plate on the donated amenity will be allowed. Brochure attached.

Type B - Memorial Tree Sponsorship Program: A sponsorship (of 100%) that includes placing a granite marker of recognition on City property. The granite marker will be at ground level and will be visible by close proximity foot traffic only. No signage separate from the granite marker will be allowed. The recognition marker will be in place until it is no longer readable/functional. Brochure attached.

Type C - Site-Specific Event Sponsorship: A business, local merchant or local branch of a corporation sponsors a time-limited event or program at a City facility. The sponsorship will be a percentage of estimated costs to be determined event by event by the standing committee for naming rights. Marketing materials and advertising signage at the event will be a benefit of this sponsorship. Marketing and sponsorship advertising will end when the event has ended.

(City Sign Ordinance Applies)

Examples:

- 4th of July Fireworks
- Pro-Am Golf Tournament
- Summer Band Concerts

Type D - Fixed-Term Sponsorship/Naming Right: A sponsorship agreement (for a significant contribution to be determined event by event by the standing committee for naming rights) that includes the naming display of recognition of the corporate sponsor of an item, facility, or portion of a facility for a predetermined limited amount of time. (City Sign Ordinance Applies)

Examples:

- Aquatics Facility
- New Building
- Athletic Field
- Field Fence Advertising
- Scoreboards
 - If the scoreboard was purchased by an association, installed by the association, and the association purchases the maintenance contract for the scoreboard, then the association will be granted the right to sell sponsorships on the scoreboard. The sponsorship agreement will end when the original equipment is no longer functional.

Guiding Principles

SPONSORSHIP PROPOSALS

The following principles form the basis of the City's consideration of sponsor proposals:

1. All sponsorships must directly relate to the intent of the City Property, Facility, Event, or Service, and its master plan.
2. Sponsorships cannot be made conditional on City of Yankton performance.
3. Sponsorship benefits offered should be commensurate with the relative value of the sponsorship.
4. Individual sponsors should not limit the City of Yankton's ability to seek other sponsors.
5. On-going operating costs associated with the sponsor's proposal should be considered.
6. The mission of a sponsorship organization should not conflict with the mission of the City of Yankton.
7. Sponsorships will need to provide a positive and desirable image to the community.
8. Recognition benefits to be offered do not compromise the design standards and visual integrity of the property or facility.

9. An evaluation of the potential sponsor which shall not be limited to:
 - Principles of the company
 - Products/services offered
 - Company's record of involvement in environmental stewardship and social responsibility
 - Sponsor's rationale for its interest in the City of Yankton
 - Sponsor's expectations
 - Sponsor's timeliness and/or readiness to enter into an agreement

All sponsorship proposals that exceed \$10,000 will be brought to the City Commission for approval.

RECOGNITION OF SPONSORS

The following principles form the basis of the City's recognition of sponsors:

1. The City of Yankton appreciates all sponsorships that enable it to further its mission.
2. In recognition of a sponsor's contribution, preference will be given to providing a form of recognition that is not displayed within City property.
3. Recognition of a sponsorship shall not suggest in any way the endorsement of the sponsor's goods or services by the City of Yankton, or any proprietary interest of the sponsor in the City of Yankton .
4. Any physical form of on-site recognition shall not interfere with visitor use or routine City Facility operations.
5. The form of any on-site recognition shall be of an appropriate size and color and shall not detract from the property surroundings or any interpretive message. (City's Sign Ordinance applies)
6. All sponsorship agreements will be for defined period of time having regard to the value of the sponsorship and the life of the asset being sponsored.
7. Naming of events and/or areas within a City Facility or Property in recognition of a sponsor is permitted providing such names are subordinate to the name of the City Facility or Property.

8. Where naming/renaming as a sponsorship benefit is to be offered in recognition of a sponsorship the sponsorship proposal will then be considered by a standing committee that comprises two appointed City Commissioners, the City Manager, the City Finance Officer, the manager of the affected department or his/her representative, a member of the department's advisory board or other appropriate community representative, and the Director of Community Development or his/her representative.

This committee shall:

- Review the proposed request for its adherence to the policies of the City of Yankton.
- Review the proposed request for its adherence to the City's Sign Ordinance.
- Ensure that supporting information has been authenticated.
- Take into consideration the comments of the affected Department's advisory board.
- The standing committee may seek to refer the matter to the affected Department to convene a public meeting to gain additional information prior to taking the matter to the City Commission for a final decision.

The standing committee will then present a recommendation to the City Commission which may either accept or reject any proposal.

Procedures & Guidelines

These procedures and guidelines have been established to ensure all sponsors are treated in an equitable and appropriate manner and that in recognizing a sponsor's support, the values and purpose of a particular City Facility and/or Property is not diminished. The guidelines and procedures contained within this policy do not apply to donations and/or grants for which there is no benefit or recognition.

SPONSORSHIP CATEGORIES

Sponsorships are appropriate for the following broad types of activities:

- Amenities- financial support for items that enhance a City Facilities or Properties user experience.
- Program Delivery – financial or in-kind support that facilitates the ongoing delivery of a particular citywide or site-specific program.
- Events – financial or in-kind support for an event organized by the City of Yankton on City Property.
- City Facility/City Property Development – financial or in-kind support associated with the design and construction of a particular facility or property.

TYPES OF RECOGNITION

Partial sponsors for items/events under \$10,000 will be provided with a level of recognition that is commensurate with their contribution. In acknowledging a partial sponsor, preference will be given to an off-site form of recognition that may include one or more of the following:

- A thank you letter.
- Publicity through the City of Yankton's website, newsletters, and/or media releases, and through the sponsor's corporate newsletter, annual report, and/or website.
- Events such as a press conference, photo opportunity, ground breaking or ribbon cutting ceremony.
- Mayoral and/or City Commission acknowledgement at civic functions.
- Commemorative items such as a framed picture or plaque.
- Acknowledgement on printed City materials.
- Inclusion of the individual's name, organization's logo, or company logo on a sponsorship recognition wall at a city building or the administrative offices of the City of Yankton.

Where on-site recognition is to be provided due to 100% sponsorship, types of recognition may include:

- Type A - City of Yankton Sponsorship Program
 - Recognition plate (permanency is limited to the life of the asset).
- Type B - Memorial Tree Sponsorship Program
 - Granite marker (permanency limited to the life of the marker).
- Type C - Site-Specific Event Sponsorship
 - Temporary signs, which may include the use of logos, acknowledging a sponsor during the event (advertising ends when the event has ended).
- Type D - Fixed-Term Sponsorship/Naming Right
 - Temporary signs, which may include the use of logos, acknowledging a sponsor during the construction or restoration of a particular City Facility or Property.
 - Fixed-Term naming of a particular City Facility or Property where the sponsorship will be for a significant contribution as determined on a case-by-case basis by the standing committee for naming rights. The fixed-term for the naming will be limited to a pre-determined amount of time by the standing committee for naming rights. The appropriate maximum size of type D signs is dependent on proposed site characteristics and shall be determined by the managing department.

DETERMINING TYPES OF RECOGNITION

In determining the type and extent of recognition benefits, current market research data will be used to determine the value for each tangible and intangible benefit offered to the sponsor.

DETERMINING DESIGN STANDARDS FOR VARIOUS TYPES OF RECOGNITION

Design and location of recognition plates:
will be standardized and handled by the managing Department.

Design and location of granite markers:
will be standardized and handled by the managing Department.

Design of temporary signs:
recognition of a sponsor shall be permitted on either a temporary sign or a sign that is of a directional, informative or interpretive nature. In such circumstances the sponsor's logo shall be designed so that it does not dominate the sign in terms of scale or color. The standing committee shall determine approval of a sponsor's logo on signs. Likewise, the standing committee shall also approve the design and content of plaques. (City's Sign Ordinance applies)

Location of temporary signs:
The site location of temporary signs and plaques shall be determined by the standing committee. In the event of consensus not being reached, the City Commission's decision shall be final. (City's Sign Ordinance applies)

Design and Location of Sponsorship Boards:
The standing committee shall determine the design of sponsorship boards. In developing a suitable design, the standing committee shall consider a format that allows for the recognition of sponsors using small name plates, plaques or tiles so sponsor details can be added or removed easily. The standing committee, in consultation with the Architect, shall determine the location of sponsorship boards within facilities. In the event of consensus not being reached, the City Commission's decision shall be final. (City's Sign Ordinance applies)

Design and Information Requirements for Website:
The standing committee, in consultation with the City Information Services Manager, shall determine the design and information to be posted on the City's website as it relates to sponsor recognition.

SPONSORSHIP AGREEMENT

All sponsorship offers shall be the subject of a written sponsorship agreement with terms decided on a case-by-case basis.

THE SPONSORSHIP PROCESS

All sponsorship opportunities shall be sought out and developed under the guidance of this sponsorship policy. As needed, the City of Yankton shall develop a sponsorship plan that includes a prioritized sponsorship opportunities list for the purpose of soliciting sponsorships. This list shall be approved by the City Commission.

All unsolicited Type C or D sponsorship proposals shall be referred to the standing committee, who shall be responsible for their evaluation and the provision of a recommendation to the City Commission as to whether the proposal should be accepted or rejected.

PROPOSALS UNDER \$10,000

The development of sponsorship proposals and the procurement of a sponsor for proposals identified on the Type A or B sponsorship opportunities list that are less than \$10,000 shall be handled by the affected City Department.

PROPOSALS OVER \$10,000

Over the years, the City of Yankton has benefited from the generosity of some of its residents, businesses, and foundations. On occasion, the significance of such gifts may warrant consideration being given to requests from either the sponsor or another party to acknowledge such a gift by naming.

As a guideline, the threshold for considering the naming of a public place and/or facility will include one or more of the following:

- Land, which was deeded to the city, for the majority of the development.
- When developing the public place and/or facility, a significant contribution determined case-by-case by the standing committee for naming rights.
- Provision of a minimum 20-year endowment for the continued maintenance and/or programming of the public place and/or facility.
- Exceptions to this will be considered on their merits in a case-by-case basis.

Sponsors seeking naming rights for major gifts with respect to an individual will be encouraged to follow the principles that apply to naming a public place and/or facility for an outstanding person.

To ensure a consistent and coordinated approach, prior to approaching a potential sponsor the standing committee shall determine the content and layout of the proposal document, recognition benefits to be offered, and the organizations, companies, and/or individuals to be approached.

Upon securing a sponsor, the standing committee will execute the necessary written sponsorship agreement and benefit recognition provisions.

Ongoing administration of the written sponsorship agreement and the management of the sponsor's relationship with the City shall be the responsibility of the affected Department Manager.

TERMINATING SPONSORSHIPS

The City of Yankton reserves the right to terminate any sponsorship should conditions arise during the life of that sponsorship that results in the sponsorship conflicting with this policy or the sponsorship is no longer in the best interests of the City of Yankton, including if the sponsoring business, organization, or person for whom it is named turns out to be disreputable or subsequently acts in a disreputable way. Decisions to terminate a sponsorship shall be made by the standing committee. In the event of consensus not being reached, the City Commission's decision shall be final

ETHICAL CONSIDERATIONS ASSOCIATED WITH SPONSORSHIPS

Sponsorships are an important way in which the City of Yankton can obtain additional resources to support the pursuit of its mission. However, sponsorships may come with unintended consequences and, as such, all sponsorship offers need to receive careful consideration. On occasion the City of Yankton may need to reject a sponsorship offer. The City reserves the right to reject a sponsorship for any reason including:

- The potential sponsor seeks to secure a contract, permit or lease.
- The potential sponsor seeks to impose conditions that are inconsistent with the City of Yankton's mission, values, policies, and/or planning documents.
- Acceptance of a potential sponsorship would create a conflict of interest or policy, e.g., a sponsorship from a tobacco company or political campaign.
- The potential sponsor is in litigation with the City of Yankton.

MONITORING AND REPORTING SPONSORSHIP PERFORMANCE

Fundamental to improving the management and performance of the City of Yankton's sponsorship activities is the need for an effective program of review and reporting. Accordingly, the following performance indicators have been established and will be reported upon annually to the affected Department's Advisory Board and to the City Commission:

- Number of active sponsorships.
- Dollar value of active sponsorships.
- Number of proposals presented to potential sponsors.
- Number of sponsorship proposals declined by potential sponsors.