

January 13, 2015

## SUBJECT:

## ORIGINATING DEPARTMENT:

Guidelines for Advertisements, Donations, Partnerships, and Sponsorships within the Division of Parks and Recreation

Department of  
Community Services

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## POLICY:

Citrus County has limited resources with which to construct improve and maintain parks and facilities as well as to increase recreational service levels. As a result the need exists to secure supplemental resources to meet both current and projected demands. The community continues to support parks and recreational program development through various forms of advertising donations sponsorships and partnerships. Therefore guidelines have been established for the Division of Parks and Recreation so that supplemental resources may be utilized.

## PROCEDURES:

## A. Advertising

Fence Advertising

1. The following guidelines have been established to allow recognized youth sports organizations the privilege of utilizing fence advertising within parks as a means of raising funds for their respective leagues. The following are the recommended guidelines:

Maximum size:	4' x 8'
Material:	Plywood
	7 mil. Coroplast
	Vinyl Banner
	Metal: prohibited

Advertising will not be placed on adjoining fence sections; instead they will be placed on every other section. This will help to insure the fence integrity. Sign locations must be approved in advance by the Division of Parks and Recreation.

Approved Youth League's will collect and retain all fence-advertising fees. The cost of advertising and length of the advertising period shall be established by the League. The League will be responsible for purchasing, installing and removing advertising. The method of installation must be approved in advance by the Maintenance Operations Division. Documentation acceptable to Citrus County must be provided before any third party sponsorships are approved involving County facilities. Citrus County reserves the rights to review, approve, modify or deny all third party sponsorship requests involving County facilities.

The League will be responsible for immediately removing or repairing signs that have become deteriorated, unsightly or dangerous. Failure by the League to remove or repair such signs after notification by the Division of Parks and Recreation may result in removal by the County. The League or the County will immediately remove all signs deemed dangerous.

The League will be given ten days (10) to remove or repair signs after notification by the Division of Parks and Recreation. After the designated period, Citrus County reserves the right to remove the sign(s). Failure by the League to properly install, maintain, or repair signs may result in the loss of future Fence Advertising privileges by the League for a period of one year.

Existing fence advertising will be allowed to remain for the duration of the current advertising period, however the League must still comply with the approved installation methods. The League may also be required to move existing signs in order to comply with the every other adjoining section requirement to insure fence integrity.

## 2. Non-Alcoholic Beverage Agreements

These agreements are obtained through the Request for Proposals (RFP) process and subject to approval by the Board of County Commissioners. A non-alcoholic beverage company may be selected as the exclusive beverage provider. As such, Citrus County may agree to require exclusive use of the selected vendor's product in designated park areas and allow advertising by the vendor in exchange for scoreboards, concession equipment, cash contributions or other acceptable incentives.

## B. Donations

### 1. Contributor's Recognition Wall

A Contributor's Recognition Wall may be erected and maintained in any park upon approval of the Citrus County Board of County Commissioners. The Contributor's Wall may be designed, constructed and maintained by Citrus County in conjunction with approved youth leagues, civic, fraternal or other approved organizations. All proceeds from Contributor Recognition Wall contributions shall be dedicated to development within that particular park. The Board of County Commissioners agrees to insure that all proceeds are expended in the park in which the contribution was made and that the proceeds shall not be transferred to another park or used for any other purpose. The Board of County Commissioners reserves the right to expend the funds in accordance with approved acquisition, design, construction and improvement plans. The value of the contribution will determine placement on the Contributor's Recognition Wall. The values may be adjusted accordingly for each park with approval in advance by the Department Director.

The following are recommended guidelines:

Platinum	\$5,000 or more
Gold	\$2,500 - \$4,999
Silver	\$1,000 - \$2,499
Bronze	\$ 500 - \$ 999

Platinum Contributors will be allowed to furnish a color logo to be placed on the Contributor's Recognition Wall. The logo will be uniform in size and type. The Division of Parks and Recreation will be responsible for verifying that the logo meets accepted guidelines and shall coordinate placement on the Contributor's Recognition Wall. Citrus County will not be responsible for future loss or damage to Contributor provided logos. Color logos must be replaced by the contributor, as needed.

Citrus County agrees to maintain the Contributor's Recognition Wall for a minimum of ten (10) years. However, Citrus County reserves the right to discontinue the wall at any time due to limited resources and in the event there is no other approved organization willing to assist in the maintenance of the Contributor's Recognition Wall. Should this occur, all contributors would be recognized on a sign or in another acceptable manner.

All requests to contribute to development of County facilities must be submitted in writing and contain the following information:

Name of the prospective contributor

Level of contribution

Statement of acknowledgment that the contributor is not receiving any commitment from Citrus County, either implied or expressed, indicating that the Sponsor will receive favorable consideration from Citrus County with regard to future bids, contracts or service agreements as a result of the contribution.

All contributions will be submitted to the Board of County Commissioners for acceptance. Citrus County reserves the rights to review, approve, or deny all contributions involving County facilities.

## 2. General Donations

Individuals, groups, businesses and organizations may donate cash or materials to the Division of Parks and Recreation. Such donations may consist of but are not limited to; cash, park benches, picnic tables, barbecue grills, landscape materials, recreational equipment and supplies. All donations with a value exceeding \$500 must be submitted to the Board of County Commissioners for acceptance. All cash contributions will be deposited into the appropriate account for donations as designated by the Office of Management and Budget. Cash contributions will be appropriated for expenditure once deposited.

The individual, group, business or organization may request permission to have a plaque, sign, corporate logo or other emblem displayed in order to recognize the donation. Citrus County reserves the right to limit and approve the size, type, quantity, appearance and location of any plaque, sign, corporate logo or emblem to be placed in County facilities. The Division of Parks and Recreation will determine the quantity, location, approve the size and type, as well as oversee installation.

All donation requests must go through the Division of Parks and Recreation for review and recommendation. The Division of Parks and Recreation may refuse to accept donations that are not suitable or are in poor condition. Citrus County reserves the rights to review, approve, or deny all donations involving County facilities.

### C. Sponsorships

#### 1. Annual Sponsorships

An Annual Sponsorship is intended for a one (1) year period and shall be used to enhance the park. The recommended minimum fee for an Annual Sponsorship shall be \$2,500. Annual Sponsorships must be approved by the Board of County Commissioners. There may be more than one Annual Sponsor per field or facility. Competing sponsors will not be allowed to co-sponsor the same fields or facility however, may sponsor adjoining facilities. Sponsors will only be entitled to one (1) sign per Annual Sponsorship. Signs may not exceed 4' x 8'.

Citrus County reserves the right to limit and approve the size, type, quantity, appearance and location of any sponsorship sign to be placed in County facilities. The Division of Parks and Recreation will determine the location of all sponsor signs, approve sign size and type and oversee sign installation.

The sponsor may be required to provide and install all signage approved by Citrus County. The sponsor may be required to maintain all approved signage in an acceptable manner and replace the sign as needed at the direction of the County. Citrus County reserves the right to remove any sponsor sign that has not been properly maintained. Sponsors will be given written notification of the need to perform maintenance on their sign in order to prevent Citrus County from removing the sign. Sponsors will be given ten (10) days to conduct the required maintenance or the sign will be removed and all fees paid by the sponsor will be forfeited.

Signs installed by the sponsor must be installed in accordance with specifications provided by Citrus County. Sponsors are required to obtain all applicable permits, pay all costs and abide by all local ordinances, codes and regulations involving placement of signs. Citrus County reserves the right to require appropriate insurance coverage for any signage to be placed on County property. The County is not responsible for loss or damage of sponsor signs.

All requests for Annual Sponsorships to enhance or maintain parks or facilities must be submitted in writing and contain the following information:

Name of the prospective sponsor

Facility desired to be sponsored (facility is defined as any specific: amenity, field, building, complex, area, etc.)

Statement that the prospective sponsor agrees to pay the \$2,500 Annual Sponsorship fee and is willing to maintain the sponsor sign in accordance with the established guidelines.

Statement of acknowledgment that the sponsor is not receiving any commitment from Citrus County, either implied or expressed, indicating that the sponsor will receive favorable consideration from Citrus County with regard to future bids, contracts or service agreements as a result of the sponsorship.

Failure to comply with these guidelines may result in the removal of the sign and termination of the Annual Sponsorship agreement. All fees will be forfeited to Citrus County.

Sponsorships may not conflict with or interfere in any manner with agreements made by Citrus County for the provision of service, park amenities, County operations, practices or policies.

Citrus County reserves the rights to review, approve, modify or deny all sponsorship requests involving County facilities.

## 2. Memorial Sponsorships

Fields or facilities may be named after a deceased individual. The naming of entire parks will not be considered. Since naming a facility after an individual will be considered as a request in perpetuity, a sizable fee may be required.

The recommended minimum fee for Memorial Sponsorships is \$50,000. The Board of County Commissioners must approve all Memorial Sponsorships. All proceeds from Memorial Sponsorships shall be dedicated to development within that particular park. In the event there is no planned expansion or improvements planned for that particular park, then the proceeds may be used for the purchase of Park Maintenance equipment or to maintain the park or facility. The Board of County Commissioners agrees to insure that all proceeds are expended in the park in which the contribution was made and that the proceeds shall not be transferred to another park or used for any other purpose. The Board of County Commissioners reserves the right to expend the funds in accordance with approved acquisition, design, construction, improvement or maintenance plans.

Memorial Sponsors may request in writing permission to furnish, install and maintain a Memorial Sponsorship sign. Memorial Sponsorships will be limited to one sign per sponsorship. Should the Memorial Sponsor not wish to furnish a specific sign, Citrus County will furnish, install and maintain the Memorial Sponsorship sign. Citrus County reserves the rights to select the size, type and appearance of the Memorial Sponsorship sign.

Citrus County reserves the right to limit and approve the size, type, appearance and location of any sponsorship sign to be placed in County facilities. The Division of Parks and Recreation will determine the location of all Memorial Sponsor signs, approve sign size and type and oversee sign installation.

All requests must be submitted in writing and contain the following information:

- Name of deceased individual
- Facility desired to be sponsored (facility is defined as any specific: amenity, field, building, complex, area, etc.)
- Statement that the prospective sponsor agrees to pay the \$50,000 Memorial
  - Sponsorship fee.
- Statement that the Memorial Sponsor wishes to furnish, install and maintain a
  - Memorial Sponsorship sign, if applicable.
- Statement of acknowledgment that the sponsor is not receiving any commitment from Citrus County, either implied or expressed, indicating that the sponsor will receive favorable consideration from Citrus County with regard to future bids, contracts or service agreements as a result of the sponsorship.

Sponsors will be required to execute an agreement including an indemnification and hold harmless agreement in the favor of Citrus County when providing and maintaining Memorial Sponsorship signs.

Citrus County reserves the rights to review, approve, modify or deny all sponsorship requests involving County facilities.

#### Exceptions

The Board of County Commissioners will review Memorial Sponsorship requests on an individual basis and at their discretion may deviate from the recommended \$50,000 minimum Memorial Sponsorship fee.

#### D. Partnerships

Citrus County may enter into a partnership arrangement with private or corporate sponsors. The purpose would be to assist with park development or to enhance delivery of current services. Partnerships involving the use of volunteers for construction within parks or partnerships involving cash contributions over \$500 require approval of the Board of County Commissioners. Partnerships of a much smaller magnitude may involve co-sponsoring events such as youth programs or other special events. In this case, the sponsor may contribute prizes, awards or personnel in exchange for name recognition during promotion of the event. These partnerships do not require approval by the Board of County Commissioners. The Division of Parks and Recreation may actively pursue sponsorships, contributions and partnerships in an effort to increase service delivery, as well as, expand and improve park facilities.

Citrus County reserves the rights to review, approve, modify or deny all partnership requests involving County facilities.

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**FOOTNOTES & REFERENCES RELATED TO AR's:** Supersedes AR 12.03-2 dated November 16, 1999