

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Sponsorship Program

DEPARTMENT: Leisure Services

DIVISION: Parks and Recreation

AUTHORIZED BY: Joe Abel

CONTACT: Julia Thompson

EXT: 2170

MOTION/RECOMMENDATION:

Request the Board of County Commissioners approve the Sponsorship Program proposed by the Leisure Services Department.

County-wide

Julia Thompson

BACKGROUND:

The Leisure Services Department would like to work with outside entities, businesses and non-profit organizations through a sponsorship program that can help provide opportunities to enhance resources, off-set departmental operational expenditures, provide benefits through expanded services to citizens and achieve greater visibility for both the County and the partnering entity. The goal of the program would be to create relationships and partnerships with sponsors for mutual financial and "program" benefit.

STAFF RECOMMENDATION:

Staff recommends that the Board of County Commissioners approve the Sponsorship Program.

ATTACHMENTS:

1. Sponsorship Policy Manual

Additionally Reviewed By:	
<input checked="" type="checkbox"/>	Budget Review (Ben Crawford, Lisa Spriggs)
<input checked="" type="checkbox"/>	County Attorney Review (Ann Colby)
<input checked="" type="checkbox"/>	Revenue Review (Cecilia Monti, Lisa Spriggs)

SEMINOLE COUNTY LEISURE SERVICES

SPONSORSHIP POLICY & PROCEDURE MANUAL



June 26, 2009

I. PURPOSE

A. This policy aims to create an authorized environment for entering into sponsorship agreements with third parties where such sponsorships are mutually beneficial, and in a manner that is consistent with all applicable policies set by Seminole County Government. The purpose of this policy and procedure as outlined is to:

1. uphold the County's stewardship role to safeguard the County's assets and interests;
2. provide employees with guidelines and procedures based on the needs and goals of the Department and in line with best practices;

B. In an effort to utilize and maximize resources to enhance programs, events and facilities; it is desirable to create partnerships with other entities who want to invest in the Leisure Services industry. This may be accomplished through agreements with local, regional and national commercial businesses and non-profit groups. There are many opportunities to deliver quality of life activities for the citizens and visitors of Seminole County. Sponsorships can enhance the level of service for a particular program, park site or event and help off-set certain expenditures for operations. This can translate into exceptional visibility for both the County and sponsors alike with the goal of the Department to create relationships and partnerships with sponsors for mutual financial and "program" benefit.

C. Sponsorship vs. Donation

It is important to note that there is a difference between a sponsorship and a donation. Sponsorships typically are cash or in-kind products or services offered with a clear expectation that an obligation is created. The Department receiving the sponsorship is obliged to return something of value to the sponsor which may occur in the form of publicity/marketing, using the sponsor's products or some other form of public recognition that would use the sponsor name, products, services and logo. The sponsor usually has clear marketing objectives that they are trying to achieve through involvement in a program or event.

In contrast, a donation may come with little or no restrictions on how the money or in-kind resource is used and is typically not associated with marketing and promotional strategy.

II. GUIDELINES FOR OBTAINING SPONSORSHIPS

A. The Department mission and purpose for obtaining sponsorships is to enhance and promote the goals and mission of Leisure Services in Seminole County. Guidelines for seeking sponsors include:

- Is the sponsorship mutually beneficial to both the business partner and Seminole County?

- Will the sponsorship help generate more revenue and /or less operational cost than the County can provide without it?
- What are the real costs, including staff time for procuring the amount of cash or in-kind resources that come with the generation of the sponsorship?
- Will the obligation to the sponsor create any additional cost or liability for the County?

B. Potential sponsors may be solicited by staff or the business or non-profit group may contact the Department directly. It is the intent of the Department to not solicit sponsors who may have typically only supported other youth programs and events. Multiple sponsorships may be solicited for the same event, program or park. Typically, the Department would not allow competing or like business to sponsor or partner for the same program/event in deference to exclusivity. This is determined by mutual agreement of the Department and potential sponsor. Designated staff should work to develop a synergistic, working relationship through the stages of determining a final agreement. Flexibility can be critical in order to realize the ultimate benefit between the sponsor and the Department. Each sponsorship or partnership is relative to the particular situation, program, event or park.

C. All agreements will be in writing, mutually agreed upon by both parties and executed appropriately and in a timely fashion. Approval levels from various County administrator's including the Division Manager, Department Director, Fiscal Services, County Attorney, County Manager and the Board of County Commissioners may be required depending on the type of agreement and the amount of resources or funds dedicated to the program, facility or event.

III. DEFINITIONS

A. Sponsorship – shall mean a mutually beneficial business arrangement between the County and a third party, wherein the third party provides cash and/or in-kind products or services to the County in return for access to the commercial and marketing potential associated with the County. Sponsors of County assets may include one or more of the County's services, projects, parks, events facilities or programs.

B. Sponsorship Contract – shall be the mutually beneficial contractual agreement that reflects the business arrangement for the exchange of commercial or marketing benefits between the County and a third party for a specified period of time

C. Sponsor – shall mean a third party that enters into a sponsorship agreement with the County.

D. In-Kind Sponsorship – shall mean a sponsorship received in the form of goods and/or services rather than cash.

E. Co-Sponsor – shall mean there are multiple sponsors for the same "program".

F. Exclusive Rights Sponsor – shall mean that a company pays a premium or provides an economic benefit in exchange for the sole right of marketing or promotions.

G. Media Sponsor – shall mean that radio, TV, print or other electronic format advertising receives public recognition in exchange for advertising and promotions.

H. Fair Market Value – shall mean the amount or value that is placed on the exchange of certain in-kind or “trade out” benefits.

IV. SPONSORSHIP PACKAGE & PROPOSAL

- A. All sponsorship proposals must be submitted in writing for review and approval by the Leisure Services Director or designee prior to a formal Contract being executed.

V. SPONSORSHIP SELECTION CRITERIA

- A. Each project or program that involves the potential for sponsorship solicitation should create a specific sponsorship plan or worksheet and proposal with identified resource goals. The plan should clearly indicate the amount of cash, in-kind resource or partnership benefit to be obtained. Revenue accounts have been established within the Leisure Services budget to account for the collection of funds. Staff, as part of the annual budget process will generally identify sponsorship and revenue goals for each program. Staff shall have the ability to solicit sponsorships that best match the needs and goals of the Department within the specified guidelines.
- B. Should several competing sponsors be solicited ie: hospitals, restaurants, retail outlets etc...evaluation criteria will be established in order to compare sponsorship proposals equitably. A coordinated effort by staff will be coordinated by the division manager in order to avoid duplicate contact and to maintain an active database for sponsorship processes and agreements.

VI. SPONSORSHIP APPROVAL AUTHORITY AND TERMS

- A. TERM: Sponsorships will be of limited time duration to correspond with a season, special event or program of less than one year.
- B. SPONSORSHIP AUTHORITY: Sponsorship funding will follow typical purchasing guidelines for expenditure of funds and authority allowed through current Seminole County Purchasing Policy.

C. SPONSORSHIP LEVELS

The level of sponsorship and benefits should be determined based on the goals and resource needs identified for the Department, park facility, program or event.

Typical sponsorship tiers are identified but may not be limited to the designations below:

- Media Sponsor
- Event or Program Sponsor
- Other as deemed appropriate by department

D. SAMPLE OF SPONSORSHIP BENEFITS – Typically, a package would be provided to the prospective sponsor with a range or menu of options based on the event/program need. Below provides a sample of logo/naming opportunities:

- Banner Signage - Logo/Name
- Print and Electronic Media Signage and Promotions - Logo/Name
- Media Advertising – Logo/Name
- Tickets/Souvenirs/"Giveaways" – Logo/Name
- Scoreboard or Placard – Logo/Name
- "Talent or Emcee" – Name
- Other items as deemed appropriate within "sponsorship agreement"

E. RESTRICTIONS ON SPONSORSHIP AGREEMENTS/ADVERTISING

- Advertising that is false or misleading
- Advertising that is associated with illegal activity
- Advertising that is explicit in sexual or obscene material or harmful to minors
- Advertising associated with gambling
- Advertising Tobacco products
- Includes language that is obscene, vulgar, profane
- Depicts anti-social behavior or obscene violence
- Faith-based and political organizations
- Companies whose business is substantially derived from the sale of tobacco, firearms or "adult" use
- Alcohol consumption or promotion
- Others as deemed inappropriate or not in the best interests of Seminole County

F. SPONSORSHIP AGREEMENT

Each sponsorship agreement will be handled on a case by case basis depending on the nature of the proposed sponsor and the funding levels. Agreements will be prepared by the County Attorney's office and executed by the Leisure Services Director or designee.

G. SPONSORSHIP PACKAGE

A sponsorship package will be prepared in order to promote the goals for obtaining sponsors and the benefits of sponsorship to the business partner. A sample sponsorship package may include but may not be limited to the following information:

“SAMPLE”

A presentation package/portfolio is typically developed to solicit sponsors. In addition, this can be produced and available on CD, PowerPoint or available electronically to be downloaded from a website.

1. Includes a listing of event/programs/parks where sponsorship opportunities exist. Events/Programs are date sensitive. A sponsor might choose to be involved in the entire Seminole County Tennis Tournament Schedule or just a single tournament based on “their” needs.
2. Includes the goals of the department/program/event and how the sponsorship dollars would be used.
3. Sponsorship Proposal Letter – Outlines the proposed terms so the sponsor representative can share with their decision makers
4. May include samples of previously used marketing material or event summaries to establish credibility and to show examples of how their logo/name would be used.
5. May include an event Performa or economic impact statement with relevant statistical data

“SAMPLE” PROGRAM
EVENT WORKSHEET

EVENT: **Florida State Sectional Tennis Tournament (youth age 10-12)**

ESTIMATED PARTICIPATION: Average – 163 (two year history)

ESTIMATED REVENUE: \$30 per participant \$4890

ESTIMATED COST: (total of lines 1 – 4) \$5815

ESTIMATED NET: (\$925)

Expense Breakdown

a. Staff

Site Referee	1 x \$110/day	\$ 110
Certified Referee	3 x \$125/day	\$ 375
Court Umpires	5 x \$100/day	\$ 500
Tournament Director		\$ 300
Event Staff	3 X \$30/hr x 15 hrs.	<u>\$1350</u>
	TOTAL	<u>\$2635</u>

2. Equipment/Supplies

*Trophies	40 X \$6/ea.	\$ 240
*T-Shirts	175 X \$5/ea.	\$ 875
Tennis Balls	5 cs x \$48	\$ 240
Refreshments	fruit/Gatorade	\$ 300
*Signage		<u>\$ 200</u>
	TOTAL	<u>\$1855</u>

3. Marketing/Promotions

Flyers	500 x .15	\$ 75
Banners	2 X \$75	\$ 150
Radio		<u>NA</u>
	TOTAL	<u>\$ 225</u>

4. Misc. Costs

Athlete Reception		<u>\$1100</u>
	TOTAL	<u>\$1100</u>

PROPOSED SPONSORSHIP NEED:

Direct Cost	\$1500
In-kind (Marketing, T-Shirts & Trophies)	<u>\$5000</u>
	\$6,500 Value

“SAMPLE” SPONSORSHIP LETTER of INTENT

August 3, 2009

Dear “Business” entity:

Seminole County Leisure Services is excited to present this proposal letter to :

ENTITY NAME

for sponsorship of our Youth Tennis Tournament coming up on September 25, 2009. As previously discussed, here is the outline of our agreement for you to review and approve.

“ENTITY” AGREES TO PROVIDE:

- \$1,000 cash contribution
- Discounted event shirts for participants
- Radio tie-in with X-Station for promotions
- Radio “talent” for event (est. value = \$5,000)

SEMINOLE COUNTY LEISURE SERVICES AGREES TO PROVIDE:

- Entity logo on all marketing pieces
- 10’ x 10’ booth space for promotions at event
- Entity identified in all “live” promotions by radio station

DATE CERTAIN:

- Agreement must be signed, executed and returned no later than July 31, 2009
- Entity must provide funding, materials, logo etc.. no later than August 7, 2009
- Both entity and Seminole County staff will review all print material in a time appropriate manner.

Signed: _____ Date: _____
Sponsor

Signed: _____ Date: _____
Seminole County Leisure Services Authority

THIS IS A NON-BINDING LETTER AND BOTH PARTIES MAY WITHDRAW AT ANY TIME PRIOR TO THE FORMAL LEGAL CONTRACT BEING EXECUTED.

VII. SPONSORSHIP CONTRACT AND EXECUTION

- A. Once a letter of intent is agreed upon by both entities a formal sponsorship contract will be developed and executed through the County Attorney's office.
- B. Agreement will be in the form of a "contract" that will be legal and binding with appropriate terms and conditions.
- C. Approval authority for sponsorship contracts will be designated to the Leisure Services Director up to \$10,000.
- D. Sponsorship Contracts that exceed \$10,000 will require Board of County Commission approval.
- E. Once the Sponsorship Contract has been signed and executed by all parties, appropriate staff will implement the contract with the sponsor according to the terms.

VIII. EVALUATION

- A. At the conclusion of the sponsorship term, a written evaluation will be conducted by staff regarding the quality of the sponsorship to determine opportunities for future partnerships.
- B. Staff will prepare and send out appropriate recognition and thank you correspondence to the sponsor for their participation in Seminole County Leisure Services programs and events.
- C. The Leisure Services Director and Division Managers will perform a review and analysis of the Sponsorship Program on an annual basis in order to recommend policy changes and annual sponsorship goals.