



WEST BLOOMFIELD  
**Parks + Recreation  
Commission**

## Sponsorship Policy

The West Bloomfield Parks and Recreation Commission (WBPRC) actively pursues sponsorships for WBPRC programs, events and projects to enhance and sustain West Bloomfield's parks and recreation system in a manner that respects the noncommercial nature of public places. All sponsorships must comply with the guidelines and procedures in this Sponsorship Policy (Policy).

### 1.0 Purpose

The WBPRC and the citizens of West Bloomfield Township are proud of our extensive park and recreation system. Financial and in-kind support is critical as the investment needed to sustain and expand parks, facilities and programs continues to grow. Like other park and recreation entities across the nation, the WBPRC is pursuing more sophisticated business partnerships with the for-profit sector, in the form of event, program and park sponsorships. These mutually beneficial business agreements provide an important marketing venue for businesses and an opportunity for them to align themselves with our mission. In turn, the WBPRC is able to build new and exciting programs and amenities while sustaining the system.

This Policy is intended to guide West Bloomfield Parks' Executive Director and its Marketing Team in obtaining sponsorship agreements and to assist potential sponsors in understanding the opportunities and limitations of a WBPRC sponsorship.

### 2.0 Definitions

**WBPRC:** The West Bloomfield Parks and Recreation Commission (WBPRC) is the seven-member elected body responsible for management of the parks and recreation system in the Charter Township of West Bloomfield. The WBPRC employs a full-time Executive Director and related staff.

**West Bloomfield Parks:** This refers to the parks and recreation organization as a whole as well as the staff that are employed by the WBPRC.

**Sponsorship:** a financial or in-kind donation for a specific WBPRC program, event, or project in exchange for tangible and intangible benefits to the sponsor as set forth in a negotiated agreement between the Sponsor and WB Parks staff on behalf of the WBPRC.

**Gifts:** a freely given donation of goods, cash, or real property to the WBPRC, preferably with no expectation of return. Gifts may be designated for a specific purpose or may be general in nature. The WBPRC determines the appropriate recognition for donors and gifts.

**Advertising:** the permanent or semi-permanent signage created and placed in a designated space which promotes a commercial product and includes corporate names, logos or brands. Advertising is not permitted in any WBPRC park, trail, natural area, the exterior of any recreation facility, or the exterior of any other WBPRC park building, without approval of WB Parks staff. Advertisements that comply with this Policy may be included in WBPRC printed materials and publications.

**Temporary Advertising:** the temporary display of corporate names, logos, brands, or printed material supplied by the Sponsor at a WBPRC event or program or on collateral materials associated with an event or program.

**Events:** one-time activities open to the public.

**Projects:** physical park or facility improvements.

**Programs:** on-going, organized activities for the public and generally involve West Bloomfield Parks staff supervision.

**Marketing benefits:** These are opportunities given to the sponsor to have their branding, products, name and logo given temporary visibility on WBPRC property or materials. The details of those opportunities are specific to each sponsorship.

## 3.0 Sponsorship Categories

3.1 Sponsorships are available for three types of Commission activities and facilities:

**Event Sponsorship.** Event sponsorship is the financial or in-kind support for a WBPRC organized event. An event includes a one-time occasion (e.g. a concert, a dance). Depending upon the details of the agreement, the sponsor's name may be directly associated with the event (e.g. "presenting" sponsorship), and the sponsor may have a variety of temporary advertising and marketing opportunities.

**Project Sponsorship.** Project sponsorship is financial or in-kind support of a specific WBPRC project which is usually a one-time effort to create a new product for the Commission and public use (e.g. little library, new park feature). Depending upon the details of the agreement, the sponsor's name and logo could be attached directly to the product, and other marketing opportunities may be available to the sponsor.

**Program Sponsorship.** Program sponsorship is financial or in-kind support of on-going park or recreation programs or activities open to the public organized by the Commission (e.g. youth and adult sports leagues). Recognition of the Sponsor may continue throughout and even after the program's duration. Depending upon the details of the agreement, a Sponsor's name can be associated directly with the program (e.g., Company X Youth Baseball League) and other marketing opportunities may be available.

3.2 Relationship to other associated sponsorships:

**Community sports teams.** This Policy does not apply to teams and leagues that solicit their own sponsorships and enter into private agreements with sponsors. However, all sports teams must obtain written approval from the Commission for any public display of private

sponsorships within WBPRC facilities including banners, flags, and signs, with the exception of team uniforms.

## **4.0 Sponsorship Standards**

4.1 The WBPRC welcomes sponsorships as an opportunity to enhance our services as long as the sponsorships are consistent with policies, respect the physical beauty of public spaces; and reaffirm the WBPRC's mission and core services. In considering any sponsorship proposal, the Executive Director and the Marketing Team will utilize the following sponsorship standards:

- A. The Sponsor's products, services and marketing goals must be compatible with the Commission's mission to enhance public parks and recreation.
- B. The Sponsor's products and services must comply with the policies and laws of Charter Township of West Bloomfield and the State of Michigan.
- C. The Sponsor's marketing benefits and temporary advertising must be compatible with the design standards and visual appearance of Commission facilities.
- D. The WBPRC will consider the Sponsor's past record on community involvement with the WBPRC or Charter Township of West Bloomfield projects and agencies in making sponsorship decisions.
- E. Except as specifically set forth in the sponsorship agreement, the sponsorship must not create additional operating and maintenance responsibilities or costs to the WBPRC.

4.2 The WBPRC will not accept sponsorships, advertisements, commercial messages, or temporary advertising from businesses or products related to alcoholic beverages, illegal drugs, tobacco or tobacco products, marijuana or marijuana products, gambling, the sale of firearms, or sexually explicit or adult materials.

4.3 The WBPRC will not accept advertisements or sponsorships expressing or advocating an opinion, position, or viewpoint on public issues or matters of public debate about economic, political, religious, or social issues, including political campaigns.

4.4 WB Parks' Executive Director has the sole authority to approve or reject any proposed sponsorship.

*Adopted April 25, 2015*

*Amended January 25, 2024*