

RESOLUTION NO. 19-09

A RESOLUTION ESTABLISHING A CORPORATE SPONSORSHIP POLICY FOR MASON COUNTY PARKS AND TRAILS DEPARTMENT.

WHEREAS, Chapter 67.20.010 RCW, provides the authority for Counties to own and operate recreational facilities for public use, and to set forth the regulations, policies, and practices governing such use, and

WHEREAS, Mason County Parks and Trails Department owns and operates County Parks for the enjoyment and use of its residents and visitors, and

WHEREAS, County Parks receive increasing use each year from the public, while funding for administration, operations, and maintenance from the County Current Expense Fund has declined, and

WHEREAS, the implementation of a Corporate Sponsorship Program for certain park use and services can enhance declining revenues from the Current Expense Fund, and

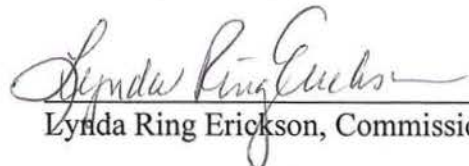
WHEREAS, Mason County Parks and Trails Department is attempting to increase revenue for parks, trails, and recreation facilities, and

NOW, THEREFORE BE IT RESOLVED that the Board of County Commissioners of Mason County does hereby establish a "Corporate Sponsorship Policy" as set forth in Exhibit A, pertaining to the use of Mason County Parks, Trails, and facilities;

BE IT FURTHER RESOLVED, that the Parks and Trails Department, or such department or organization designated by the County with the responsibility for operating and maintaining park facilities at some point in the future, shall be authorized to develop and administer any processes and procedures necessary to implement the corporate sponsorship policy, as set forth in Exhibit A or subsequently amended.

Signed this 3rd day of March 2009.

BOARD OF MASON COUNTY
COMMISSIONERS


Lynda Ring Erickson, Commissioner


Tim Sheldon, Chairperson

ATTEST:

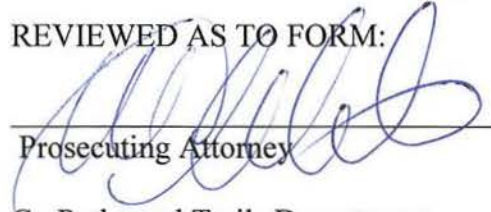


Ross Gallagher, Commissioner



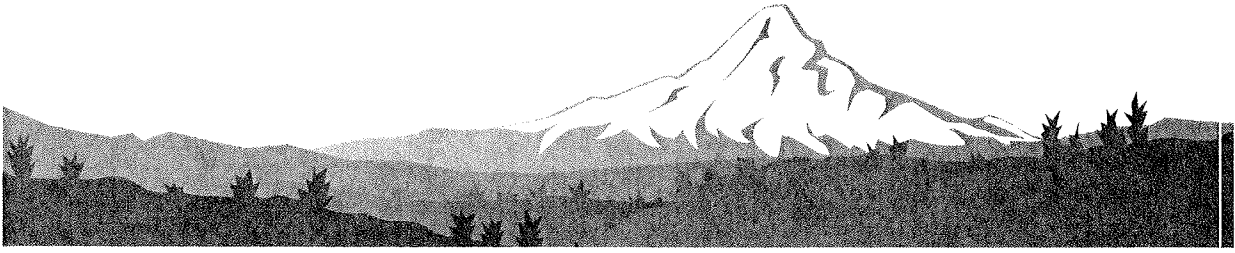
Shannon Goudy, Clerk of the Board

REVIEWED AS TO FORM:



Prosecuting Attorney

C: Parks and Trails Department



Mason County Parks & Trails Department Corporate Sponsorship Policy

Effective: _____

1. INTRODUCTION

- 1.1. Mason County Parks & Trails Department (MCPT) has always exhibited pride in partnership programs with both the public and private sector in pursuing its effort to provide quality recreational opportunities in Mason County. MCPT must now, more than ever, rely on receiving assistance from private businesses and corporations in order to continue providing recreational facilities, trails and open space. The assistance of corporate and private sponsorship for specific programs, facilities and other aspects of the park and recreation business enable the continuation and possible expansion of recreational opportunities in Mason County.
- 1.2. If the services, products and philosophy of the business or corporation are consistent with our mission and appropriate for the venue, MCPT enthusiastically welcomes partnership opportunities that enhance our ability to deliver parks, trails and various recreation services.
- 1.3. This policy defines and establishes guidelines for business and corporate sponsorship agreements. Corporate or business sponsorship is distinct from corporate or business donations which are generally of a one-time nature and do not include recognition or compensation.

2. PURPOSE

- 2.1. To provide an outline of the guidelines and procedures for corporate sponsorship agreements.
- 2.2. To recognize that corporate sponsorships provide an effective means of generating new revenues and alternative resources to help support MCPT facilities and programs.
- 2.3. This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are given to the corporation and where no sponsorship contract exists.
- 2.4. This policy is not applicable to events authorized by a Special Use Permit issued by Mason County Parks & Trails Department.

3. POLICY

3.1. It is the policy of Mason County Parks & Trails that:

- 3.1.1. Corporate or business sponsorship agreements will exist in accordance with the guidelines and procedures set forth in this policy.
- 3.1.2. Corporate or business sponsorships must support the philosophy, mission, and policies of MCPT.
- 3.1.3. Corporate or business sponsorships will not result in any loss of MCPT administrative rights, jurisdiction or authority.

4. DEFINITIONS

4.1. Corporation:

- 4.1.1. A for-profit entity (business, company, firm or merchant) acting under a legal charter and having its own rights, privileges and liabilities.

4.2. Corporate Sponsorship:

- 4.2.1. Authorization and acceptance of a Corporate Sponsorship must be provided in the form of a written, signed Corporate Sponsorship Agreement, which grants the sponsor with certain rights. These rights consist of:
 - 4.2.1.1. The right of the sponsoring corporation to display its company logo or other form of corporate recognition on MCPT property in exchange for financial support and/or goods or services.
 - 4.2.1.2. The right of a sponsoring corporation to promote its investment with MCPT as indicated in the Corporate Sponsorship Agreement.
 - 4.2.1.3. Naming rights for a MCPT facility, portion of a facility, program or event in exchange for financial support and/or goods and services as indicated in the Corporate Sponsorship Agreement.

4.3. Parks Advisory Board:

- 4.3.1. An advisory board to the Director of the Mason County Parks & Trails Department, Mason County Board of Commissioners and other Mason County departments with respect to park, trail and recreation matters.

4.4. Trails Advisory Board:

- 4.4.1. An advisory board to the Director of the Mason County Parks & Trails Department, Mason County Board of Commissioners and other Mason County departments with respect to park, trail and recreation matters.

4.5. Park and Trail Facilities:

- 4.5.1. All facilities, land and trails in the park and trails system of Mason County directly under the ownership, management and/or control of the Department.

4.6. Sponsorship Categories:

- 4.6.1. Type A: Site-Specific Program Sponsorship. A neighborhood business, merchant or local branch of a corporation may sponsor a site-specific, scheduled event or program at a specified MCPT location or designated facility.
- 4.6.2. Type B: Countywide Program Sponsorship. A local corporation may sponsor a time limited program that is held at multiple MCPT facilities or has a countywide presence.
- 4.6.3. Type C: Temporary Logo or recognition display for the Corporate Sponsor. A display of recognition on MCPT property that can remain in place for more than seven calendar days and less than 365 days (one year) as specified in the Corporate Sponsorship Agreement.
- 4.6.4. Type D: Long Term Sponsorship. A long term Corporate Sponsorship Agreement that may include the naming of a facility, portion of a facility, trail, portion of a trail, or other facility owned, managed or under control of MCPT for more than one year.

5. RESPONSIBILITY

- 5.1. The Parks & Trails Department Director (or an approved designee) is authorized to enter into Corporate Sponsorship Agreements.
- 5.2. The Director shall seek advice and direction from the Parks Advisory Board or Trails Advisory Board on proposed sponsorship agreements.
- 5.3. The Parks Advisory Board or Trails Advisory Board will review any and all proposed agreements that include a permanent display of recognition or permanent facility naming rights.

6. SIGNAGE

- 6.1. Allowed signage and recognition display details, consisting of type, location, size, design, content and duration of display will be a component of the Corporate Sponsorship Agreement. Additional signage requests require approval of the MCPT Director or his designee.
- 6.2. Free standing billboards are not allowed in any MCPT facility.

7. SPONSORED MATERIALS

- 7.1. All sponsored products, materials and services require the MCPT Director's approval and must meet specifications and standards used by MCPT in the purchase of similar materials.

8. PROCEDURES:

- 8.1. All sponsorship proposals will be submitted to the MCPT Director for initial review.
- 8.2. The Director will review the proposal, seek advice from the Parks Advisory Board or Trails Advisory Board and render a tentative decision on the proposal.
- 8.3. If the proposal is approved in principal, MCPT staff will draft a sponsorship agreement for signature. This agreement will include the contract relationship, terms of agreement, description of fees, commissions and/or in-kind services provided to MCPT and the benefits provided to the sponsor; including marketing rights, restrictions and termination provisions. All contractual language will be consistent with applicable County policies, ordinances and good business practices approved by Mason County.

9. CRITERIA:

- 9.1. The MCPT Director and appropriate Board may use, but are not limited to the following criteria for evaluation of a corporate sponsorship proposal: (In all cases the MCPT Director or designee will have the prerogative to accept or reject any proposal)
- 9.2. The compatibility of the corporation's products, customers and promotional goals with Mason County Parks & Trails overall mission
- 9.3. The corporation's past record of involvement in community and County projects
- 9.4. The desirability of association (overall image)
- 9.5. Actual value in cash or in-kind goods or services afforded MCPT of the proposal in relation to the benefits to the corporation.
- 9.6. Community support for or opposition to the proposal
- 9.7. Operating and maintenance costs associated with the proposal