

City of Urbandale

Policy for Sponsoring Programs, Services and Infrastructure, and Naming Rights

1. General

The purpose of this policy is to establish criteria by which the City may accept sponsors that further the City's mission, by providing monetary or in-kind support for the City's programs and/or services. This policy establishes a standardized process to promote special events, and to be a guide for the City in the pursuit of naming rights that provide enhanced community amenities.

Community sponsorships can be an effective way to generate new revenue and build community partnerships. Private advertising and naming opportunities can develop partnerships with businesses and organizations that share the City's commitment to providing high quality public services.

2. Definitions

Sponsor: A company, organization or individual who provides the City with financial or in-kind support for an event, program or public service that helps offset the costs of the event, program, or public service.

Sponsorship Agreement: A negotiated agreement between the City and a sponsor to pay a fee, provide services, share products or any combination of, including, but not limited to advertising and promotional opportunities.

Naming Rights: A financial transaction and form of advertising or memorialization whereby an entity purchases the right to name specific public infrastructure for a defined period of time.

Naming Rights Agreement: A negotiated agreement between the City and a business, organization or individual that will provide a significant financial contribution to the City in exchange for that business, organization, or individual naming a specific public infrastructure for a defined period of time.

3. Sponsorships

Sponsorships requests may be internally initiated by a City Department or externally initiated by a business, organization or individual to a City Department. Sponsorship opportunities include but are not limited to:

- a. Advertising: provides the sponsor with the opportunity to advertise through a variety of City marketing materials, including print and digital.

- b. Programs: provides the opportunity for the sponsor's name and logo to appear in advertising and marketing materials related to the program.
- c. Special Events: are offered through various sponsorship packages, each package's benefits vary in relation to the level of sponsorship.

Sponsorship requests will be evaluated on case-by-case basis related to eligibility requirements, purpose, and goals. The evaluation of sponsorship opportunities shall be fair and impartial.

Sponsorship request that are \$10,000 or less in projected monetary value shall be approved by the Department Director and agreed upon in writing between the sponsor and the department.

Sponsorship request that are greater than \$10,000 in projected monetary value shall be formalized with a sponsorship agreement. Sponsorship agreements valued under \$25,000 in monetary value shall be approved by the City Manager (or their designee), and agreements valued over \$25,000 shall be approved by the City Council.

Sponsorship Restrictions:

- a. In general, religious, and political organizations are not eligible for facility or program sponsorships with the City. In addition, businesses, organizations, or individuals whose primary products or services are directly or indirectly related to firearms, tobacco, alcohol, or any other matter not deemed appropriate by the City Manager are not eligible for facility or program sponsorships with the City.
- b. The City reserves the right to decline any sponsorship that appears to be in direct competition with City services and programs or that might undermine the public's confidence in the City's impartiality or interfere with the efficient delivery of services or operations.
- c. Advertising or sponsorship recognition is not allowed on City clothing or uniforms unless the clothing is designed specifically for an event or program that has a specific time frame.
- d. Sponsorship recognitions may identify the sponsor but shall not endorse the organization, its products, or services.
- e. In all cases, the City reserves the right to reject any or all sponsors and sponsorships at the discretion of Department Director, City Manager or City Council.

4. Naming Rights

Naming rights requests may be internally initiated by a City Director or externally initiated by a business, organization or individual to the City Manager. These

requests are different than requests made under the City of Urbandale's Policy for *Naming Park Property, Facilities and Features Located with the Parks of Urbandale*, and are thus excluded from that policy. Naming rights requests can be significant donations of funds, in-kind services with significant monetary value, equipment or property, and land.

A naming rights agreement shall be negotiated between the City and the business, organization or individual providing the significant donation of funds, in-kind services, equipment, property, or land. The naming rights agreement shall at minimum include:

- a. The time limitation of the naming and the terms for an extension.
- b. That the agreement is subject to future change and/or reconsideration by the city if the recognition becomes damaging to the City's reputation, the business closes, organization is dissolved, or the individual becomes deceased.
- c. Naming rights shall comply with all City rules and regulations, including for signage, design, and marketing/promotions.

Naming rights requests will be evaluated on case-by-case basis, based on significance to the project, city services or programs, and the lasting impact on the community, by the City Manager or their designee. The evaluation of naming rights opportunities shall be fair and impartial. Agreements shall be approved by the City Council.