

**APPROVED**  
JUN 05 2013

REPORT OF GENERAL MANAGER

NO. 13-160

DATE June 5, 2013

**BOARD OF RECREATION  
& PARK COMMISSIONERS**

C.D. All

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: POLICY FOR THE RECOGNITION OF SPONSORS, DONORS, AND  
CONTRIBUTORS WHO SUPPORT LOS ANGELES CITY PARKS, FACILITIES,  
AND PROGRAMS

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Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

[Signature]  
General Manager

RECOMMENDATIONS:

That the Board:

1. Approve and adopt the proposed "Sponsorship Recognition Policy, Procedures and Guidelines" for recognizing organizations and individuals who contribute to and/or support City of Los Angeles parks and programs, setting forth procedures and guidelines for the evaluation of sponsorship proposals and the implementation of various forms of recognition, as described herein, to thank, acknowledge and/or recognize private and public entities who contribute to the enhancement and/or improvement of City of Los Angeles parks, recreation facilities, programs, events, services and/or activities; and,
2. Authorize the General Manager to implement this Sponsorship Recognition Policy through the evaluation of sponsorship proposals received from private and public entities pursuant to staff recommendations, subject to review and approval by the Board, and the City Attorney as to form and legality.

SUMMARY:

The Department of Recreation and Parks (RAP) has had a long history of accepting donations and gifts from third parties who provide monetary and in-kind support ("Sponsors") towards the enhancement and/or improvement of parks and related programs, through donations, gifts, and

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contributions (collectively, "Sponsorships"). RAP currently does not have a written policy addressing the acknowledgement of Sponsorship received from Sponsors. This report recommends that the Board of Recreation and Park Commissioners ("Board") adopt the proposed Sponsorship Recognition Policy, in the form attached hereto as Exhibit-A ("Policy"), setting forth the criteria, procedures and guidelines for the acknowledgement of Sponsors through various forms of recognition.

Sponsorship Recognition, which pursuant to the proposed Policy shall remain subject to the Board's approval, consists of various Sponsor benefits provided by RAP to thank, acknowledge and/or recognize the Sponsor for their monetary and/or in-kind support of RAP parks and facilities, programs, events, services, and/or activities. Although the traditional form of recognition for acknowledging Sponsors is through signage, the proposed Policy also addresses various other forms of recognition, such as, but not limited to:

- Display of Sponsor logo at RAP facilities, on RAP publications, RAP website and social media outlets, on apparel for public distribution, or on other materials such as bags or give-away products.
- Participation in press-releases and other media events.
- Distribution of product sampling through RAP programs and events.
- Participation in RAP events.

Any Sponsorship Recognition implemented through the placement of traditional signage would incorporate RAP verbiage as an expression of appreciation, to thank, acknowledge and/or recognize the Sponsor for the contributions made in support of the park, recreational facility and/or program. The proposed Policy will improve RAP's efforts and ability to solicit support from potential Sponsors who have the desire and financial means to assist RAP in providing programs, services, and park improvements which would otherwise be eliminated or diminished due to lack of funding, staff, or other needed operational resources.

The shrinking of RAP's available budget over recent years has made it increasingly difficult to operate and maintain the City's parks and recreational programs and services at levels to which the community has become accustomed. Accordingly, gifts and donations provided to RAP by public and private entities have taken on an ever-increasing importance. As an example, RAP youth baseball programs would not be able to operate at current levels without the monetary and in-kind support RAP receives from Reviving Baseball in Inner-cities (RBI) and Major League Baseball (MLB). Such collaborative relationships are vital to RAP in order to sustain existing service levels.

Despite not having an existing policy for recognizing donors and sponsors, RAP has had much success in establishing collaborative relationships with outside entities that support RAP facilities and activities through monetary and in-kind contributions. The various forms of recognition

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provided in the past to benefit park supporters has been done on a case-by-case basis, with staff negotiating the terms and conditions of the transaction with no formal policy to guide staff in terms of what is appropriate and allowed, acceptable RAP responsibilities or commitments, and existing restrictions. An established Sponsorship Recognition Policy will alleviate much of this by providing staff with negotiating guidelines and procedural knowledge which will make the process more efficient and productive for both RAP and the potential Sponsor.

RAP and the Los Angeles Parks Foundation have received and continue to receive proposals for donations, gifts, and other collaborations which often involve a request by the Sponsor for some form of recognition, which on occasion is through signage within a particular park or specified project area, recognizing the Sponsor's support. Examples of such collaborations, many of which are on-going relationships, include: Nike USA, Inc., LA84 Foundation, the Los Angeles Clippers, The Trust for Public Land, the Dodgers Dream Foundation, Inc. (soon to be the Los Angeles Dodgers Foundation, Inc.), Kaiser Foundation Health Plan, Inc., and the Diller-von Furstenberg Family Foundation.

The proposed Policy, which addresses the implementation of various forms of Sponsorship Recognition, provides procedures and guidelines under which potential Sponsors will be evaluated and approved, and recognition implemented. The proposed Policy will provide staff with the information needed to seek-out and consider potential sponsorships and other possible revenue generating opportunities and to negotiate proposed agreements for consideration and approval by the Board. The overall intent is for the proposed Policy to work in conjunction with the RAP Partnership Policy and proposed Naming Policy to provide RAP with as many opportunities for financial support through gifts, donations and in-kind support.

### FISCAL IMPACT STATEMENT:

Adoption and implementation of the proposed Sponsorship Recognition Policy has no adverse impact to the RAP General Fund, but rather will work to facilitate the solicitation and receipt of future contributions which may offset the otherwise necessary use of RAP funds, inasmuch as it provides guidance for future Sponsorship opportunities and related projects or programs that would be funded in connection with the receipt of monetary, in-kind, or capital gifts.

This report was prepared by Vicki Israel, Assistant General Manager, Partnership and Revenue Branch and Michael Shull, Assistant General Manager, Planning, Construction and Maintenance Branch and Joel Alvarez, Senior Management Analyst, Partnership Division.

**City of Los Angeles Department of Recreation and Parks**  
**Sponsorship Recognition Policy, Procedures and Guidelines for Recognizing Organizations and**  
**Individuals who Contribute to and/or Support City of Los Angeles Parks and Programs**

The mission of the Department of Recreation and Parks (“RAP”) is to enrich the lives of the residents of Los Angeles by providing safe, welcoming parks and recreation facilities and affordable, diverse recreation and human services activities for people of all ages to play, learn, contemplate, build community and be good stewards of our environment.

RAP’s objective is to enhance and expand recreational programs and services through public and private collaborations.

**POLICY:**

RAP recognizes that there are many opportunities and potential benefits to be gained from RAP collaborations with private and public entities for monetary, in-kind (product and/or services), and capital contributions (collectively referred to herein as “Sponsorships”) benefiting RAP facilities, programs, events, services and/or activities. These contributions often merit some form of recognition to acknowledge and thank the sponsor, donor, and/or contributor (collectively, “Sponsors”) for their contribution to RAP. However, it shall be understood that any transaction between RAP and a private and public entity involving the naming of a park, recreation facility, amenity, landmark or other park asset, in exchange for financial support shall be in accordance with the RAP Naming Policy, which is separate and independent of this Policy.

RAP supports, in principle, public-private relationships that generate financial and/or other types of support for RAP’s mission. Accordingly, the Board of Recreation and Park Commissioners (“Board”) has adopted this Sponsorship Recognition Policy (“Policy”) establishing the criteria and setting forth the guidelines and procedures for thanking, acknowledging, and/or recognizing significant contributions provided to RAP by private and public entities. The intent of this Policy is to establish a mechanism under which RAP may thank, acknowledge and recognize private and public entities who contribute to parks and related programs and services for the primary benefit of the general public. The Board has hereby designated RAP’s General Manager or her or his designee (collectively, “GM”) to implement this Policy.

Pursuant to this Policy, RAP shall have the authority to determine the criteria, requirements, and restrictions under which a proposed form of Sponsorship Recognition shall be evaluated and approved, whether included herein or established in the future. It shall be understood that all forms of Sponsorship Recognition shall be temporary in nature, and that the duration of time that such Sponsorship Recognition shall remain in place and/or be in effect is subject to the prior approval of the Board.

RAP shall identify and solicit potential Sponsors, and evaluate Sponsorship proposals from private and public entities in accordance with this Policy, and if such Sponsorship is approved and implemented, shall recognize such Sponsors for providing monetary and/or in-kind support for RAP parks and recreation facilities, programs and/or services, and grant the authority for the Sponsor to associate its name or function with RAP parks and facilities, programs and services, and/or RAP name, as approved by the Board. RAP may provide Sponsorship Recognition, other than a displayed acknowledgement on RAP property (recognition signage), such as but not limited to, use of the RAP name or logo, association with RAP in communications, media opportunities, event participation, and distribution of information and/or product sample.

## GENERAL PROVISIONS:

RAP shall retain complete discretion and authority at all times in determining whether, with whom, where, how, and when contributions shall be accepted, Sponsorships approved, and Sponsorship Recognition provided, subject to the approval of the Board. Sponsorship signage shall comply with all applicable laws.

1. Criteria for Sponsorship Agreements. The following criteria, in its entirety, shall be considered in evaluating sponsorship proposals:
  - a. The Sponsorship must support, and conform to, the Mission of RAP.
  - b. The Sponsorship must provide a direct benefit to the park, facility or amenity.
  - c. Sponsorship benefits may be commensurate with the value of the support offered through the Sponsorship.
2. Sponsorship Considerations. RAP shall consider the following when evaluating a Sponsorship proposal.
  - a. The timeliness, readiness, and requirements associated with a potential Sponsor entering into an agreement with RAP.
  - b. Any current or future RAP operating or maintenance costs associated with the Sponsorship or impacts on other agencies.
  - c. The Sponsor's record of responsibility in past involvement with the City, RAP, and/or community.
  - d. Sponsorships, Sponsorship benefits, and Sponsorship Recognition shall enhance rather than detract from the design standards and visual integrity of the sponsored program, activity or facility.
3. Sponsorship Recognition Requirements and Responsibilities. Subject to prior determination by RAP, Sponsorship Recognition requirements and responsibilities may include, but not be limited to the following:
  - a. RAP shall exercise full control and authority over the form and content of the Sponsorship Recognition, including but not limited to, retaining editorial and design control over signage, publications, the sponsor name, logo and all other graphic materials.
  - b. Prior to the implementation of any form of Sponsorship Recognition portraying any physical or intellectual image incorporating the RAP logo or name, and/or indicating the existence of an affiliation between RAP and the Sponsor, such recognition shall be approved by the Board.
4. Sponsorship Benefits. Sponsor benefits may include, but not be limited to:
  - a. Public exposure of corporate logo through placement on RAP publications (facility brochures and program fliers), RAP website and/or social media, on apparel (for participants and volunteers), or on other materials such as bags, or giveaways.
  - b. Recognition through press and other events, and media mentions.
  - c. Participation in RAP events.
  - d. Distribution of product samples at RAP events and/or facilities.
  - e. The placement of a Sponsor logo on an athletic field or court surface.
  - f. Recognition Signage. In addition to the general provisions of this Policy, the following shall be considered when determining the appropriateness of placing Recognition Signage on park property.

- (i) Recognition Signage may include, but not be limited to, banners, wraps, plaques, placards, dasher boards, or signs.
- (ii) RAP shall maintain control over the printing, manufacturing, or otherwise fabricating of Recognition Signage to be placed on park property, and shall oversee the installation of all Recognition Signage, which may be accomplished by RAP staff or by a third party acting under RAP's direction and control, whether funded at Contributor's expense or RAP's expense.
- (iii) Signage in recognition of a Sponsor's furtherance of RAP's mission through contributions in support of RAP programs or activities, and/or improvement of RAP facilities, shall expressly include a phrase confirming that RAP is recognizing, acknowledging, and/or thanking the Sponsor, which text shall be prominently featured, and of a reasonable size proportionate to space and location, and identifying RAP as the entity responsible for the content and placement of the Sponsorship Recognition.

5. Sponsorship and Recognition Restrictions. In general, the following shall be restricted under this Policy:

a. Sponsorship Restrictions:

- (i) A company or organization, or subsidiary, that conducts or has business or operational activities substantially derived from or involved with the sale, production, or distribution of alcohol, tobacco, firearms, pornography, or any other business or activities regarded as "adult oriented".
- (ii) A Sponsorship that could cause a conflict of interest or policy deviation.
- (iii) A Sponsorship made conditional upon RAP performance with respect to level of public participation or response, event outcome, or objectives achieved.
- (iv) An individual Sponsor that limits RAP's ability to seek other sponsorship opportunities, unless agreed to by RAP.

b. Recognition Signage Restrictions:

- (i) The placement of individual Recognition Signage shall not limit RAP's ability to seek other Sponsorship opportunities, unless agreed to by RAP.
- (ii) Billboards shall not be authorized under this Policy for use on park property.
- (iii) Signs that contain a call to action by a commercial sponsor, for the public or RAP to purchase a good or service, shall not be authorized for use on park property.

**SPONSORSHIP RECOGNITION APPROVAL REQUIREMENTS**

Prior to any form of Sponsorship Recognition being implemented, sponsorship proposals shall be evaluated by RAP staff, with recommendations to the GM for possible consideration by the Board, which shall be provided in a report detailing the scope of the proposal (sponsorship, donation, cost, funding, duration, etc.) and the terms and conditions of any related Sponsorship Agreement, when applicable.