



# Sponsorship Policy

Adopted October 3, 2012 per Resolution 81-12

Amended August 7, 2014 per Resolution 51-14

1. Scope:

This policy applies to all Town of Jupiter Departments, employees and advisory or ad-hoc groups organizing and/or soliciting donations for Town sponsored special events or programs. This policy does not apply to funding received from formal grant programs, unsolicited donations or philanthropic contributions made to the Town, or third parties who may lease Town property or obtain Town permits for activities or events not funded or sponsored by the Town. This policy does not apply to third party events that the Town may choose to sponsor by providing funding or services, nor does it apply to organizations that may exhibit at a Town event or program by paying for a booth.

2. Definitions:

- a. Sponsor: a business entity, whether for profit, or not for profit, an individual or an organization which proposes to provide financial or in-kind services for an event or program offered by the Town, in return for receiving those promotional and/or tangible benefits outlined in the Town's sponsorship brochure and on the Town's corresponding web page.
- b. Event: Town-sponsored and Town-managed community-wide events offered for the benefit of the greater Town of Jupiter community, including residents and businesses.
- c. Program: Town-sponsored and Town-managed programs offered to residents and businesses. These may include ongoing programs, classes, educational outreach, or other formalized initiatives.
- d. Donation: a financial or in-kind goods or services contribution made toward a Town event or program.
- e. Exhibitor: business entity (whether for profit or not for profit), individual, or an organization who pays a fee for display or sales space at an event or program.
- f. In-kind goods or services: goods or services that carry a tangible, quantifiable value to be donated to the Town in support of an event or program.
- g. Paid advertising: print, television or online advertising that is purchased by the Town from commercial media outlets to promote a Town event or program.
- h. Outdoor signage: physical signage or banners created and installed by the Town for purposes of promoting an event or program in advance of the event or program date.
- i. Event signage: signage and banners used during an event or program to identify Sponsors, direct participants, identify sections or areas, or communicate event/program schedules.
- j. Logo: a designed, stylized graphic depicting an organization, event, program, or concept.
- k. Sponsor benefits: the promotional elements provided to a Sponsor by the Town in exchange for their sponsorship contribution.

- l. Exclusive sponsorship: a sponsorship arrangement that designates a sole sponsor to a particular level or tier of sponsorship, or designates one area or level of sponsorship to only one entity in a particular industry.
- m. Sponsorship Agreement: an agreement between the Town and a Sponsor formalizing the cost or value of the sponsorship, the event(s) or program(s) being sponsored, and benefits of the sponsorship.

### 3. Policy

#### a. Restrictions

- i. Religious organizations: sponsorships may be accepted from religious organizations for purposes of educating the general public on community services. Religious organizations who sponsor Town events may not use sponsorship benefits for purposes of supporting organizational membership.
- ii. Political organizations or candidates: sponsorships may not be accepted from organizations lobbying for a particular political end, or from individuals running for office.
- iii. Organizations with business coming before Town commissions, boards, or committees: sponsorships may not be accepted from organizations who may have business coming before Town Council or any of the Town's boards, committees, or commissions within 12 months of signing the sponsorship agreement. This includes any organizations who intend to bid on upcoming RFP's or RFQ's by the Town. If an organization finds it will have business coming before the Town or its boards and committees after committing to a sponsorship, the sponsorship money will be refunded and the sponsorship agreement voided.
- iv. Appropriateness: the Town reserves the right, in its sole discretion, and without explanation to reject any offer of sponsorship.
- v. Town of Jupiter individuals, businesses and organizations will be given priority when assigning specific sponsorships.
- vi. Sponsors may not sell goods or services at Town events or programs. Coupons, special offers, raffles, and providing information on goods and services offered are permitted.
- vii. Sponsors may not share or jointly purchase a single level of sponsorship.
- viii. Sponsors may not transfer ownership or resell their sponsorship or any portion of its benefits to another entity.

#### b. Sponsorship categories, value and benefits

- i. Sponsorship levels, pricing and associated benefits shall be determined by the Town, and published in the Town's sponsorship opportunity brochure and on its website.
- ii. Prices and benefits per level and event or program will be consistent from event to event, or program to program, and Sponsor benefits will increase as price

- increases. An overall “Annual Sponsor” category will allow for year-long sponsorship of all Town programs and events involving sponsors.
- iii. In-kind donations in the form of goods or services may be accepted in lieu of a sponsorship payment. The Sponsor shall provide the Town with the value of the donated goods or services for approval. The Town will provide the Sponsor the sponsorship benefit level or tier that most closely matches the approved value.
  - iv. Promotional recognition methods: Several methods of promoting Sponsors of events and programs will be used by the Town, and may vary by event and by sponsorship level. All promotional artwork will be created by the Town’s Community Relations department, and may be incorporated into the Sponsors’ logo artwork where applicable or possible. Promotional recognition methods typically include, but are not limited to:
    - 1. Placement on the Town’s website ([www.jupiter.fl.us](http://www.jupiter.fl.us)), with displays on the event information page, or on the Town’s community calendar, or both.
    - 2. Incorporation into a slide or video on the Town’s public information channel (Comcast channel 18), subject to availability by Comcast.
    - 3. Outdoor signage: inclusion on temporary banners/signage inserts at some or all of the following locations:
      - a. Clocktower (intersection of Indiantown Road and Military Trail);
      - b. Riverwalk sign on the southeast corner of US 1 and Indiantown Road;
      - c. Lighthouse Park sign at the southeast corner of US1 and Beach Road;
    - 4. Event signage: temporary paper and/or vinyl banner signage or h-frame corrugated signage on the day of the event at the event site.
    - 5. Event collateral: incorporation on posters and fliers to be displayed at Town facilities and distributed via various channels.
    - 6. Town newsletter: incorporation in event ads.
    - 7. Paid advertising: incorporation in event ads purchased from commercial media outlets.
    - 8. Exhibit or informational table at the event.
  - v. The Town will not offer any exclusive sponsorship arrangements under its regular sponsorship opportunity program. Exclusive sponsorships may be considered at certain levels, but must be approved by exception by the Director of the department running the event.
- c. Sponsor obligations
- i. Once approved, Sponsors are obligated to sign a Sponsorship Agreement which indicates the event or program to be sponsored and the level. Sponsorship spots or levels will not be held without a signed agreement and appropriate payment.
  - ii. To be eligible for sponsorship, Sponsors must not be any of the following:

1. An entity or individual with business coming before the Town Council or any Town boards or committees within 12 months of signing the Sponsorship Agreement. Business may include any matter requiring the Council, or any board or committee, taking any type of formal action;
  2. A political organization, candidate for elected office, or organizations supporting political candidates, political initiatives, or political parties;
  3. A lobbyist whether registered in the town or not.
- iii. The Sponsor's desired event and sponsorship tier must be available; if the sponsorship agreement is signed after benefit deadlines for the desired tier and event have passed, those benefits are forfeited and cannot be honored retroactively or applied to other events by the Town.
  - iv. Sponsors are encouraged to promote their involvement with the Town event or program using materials, graphics or imagery provided by the Town, and in keeping with the Town's mission and supporting message.
  - v. Sponsors are encouraged to utilize a "Community Supporter" logo (provided by the Town) on any materials and/or their website to indicate their sponsorship of Town programs or events.
  - vi. If a Sponsor is promoting a Town event or program through their own marketing methods or channels, it must be approved by the Town.
- d. Sponsorship solicitation and approval
- i. It is the Town's intention to publish a printed and online sponsorship brochure annually in August/September outlining anticipated sponsorship opportunities for the next calendar year.
  - ii. Sponsorships may be solicited by Town staff in various departments, but must be in accordance with this policy and the program offering published in the sponsorship opportunities brochure and web page.
  - iii. Sponsorship process: Town staff designated to obtain sponsorships for events and programs should follow the process outlined below.
    1. Sponsor Outreach: Publicize sponsorship opportunities to potential Sponsors via email, web, phone calls and mailings. Use the annual sponsorship brochure, web page, and assistance from Community Relations for outreach.
    2. Follow up with interested Sponsors.
    3. Identify appropriate sponsorship level, confirm with Sponsor, and send sponsorship agreement for sponsor's signature.
    4. Obtain Sponsor's logo, web address, key contact person, and other information and requirements. Send logo and web address to Community Relations for inclusion in marketing materials.
    5. Send confirmation, event logo if applicable, Community Partner logo, and any Sponsor rules and guidelines for the event or program.

6. Collect payment from Sponsor by check or credit card online within 30 days of Sponsorship Agreement being signed. Process payment with the Finance Department.
  7. Send copy of applicable event materials including Sponsor's logo or mention in those materials.
  8. One week before a program or event is to occur, staff shall distribute an event reminder to the Sponsor which recites the event or program requirements, conditions or instructions.
  9. After the program or event, staff shall send a thank you letter or email to the Sponsor.
- e. Sponsorship Agreement and collection of funds
- i. The Town's approved Sponsorship Agreement template shall be placed on the Town's website.
  - ii. Town staff assigned to promote and secure sponsorships for any Town event or program must:
    1. Follow the policy outlined in this document;
    2. Use the approved Sponsorship Agreement template;
    3. Maintain records of all signed Sponsorship Agreements in accordance with the Town's record-keeping policies and practices;
    4. Manage the process of collecting and processing sponsorship payments in accordance with this policy and the Sponsorship Agreement, and in accordance with the Town's finance and accounting practices.