



CITY OF PARKLAND

2023 -ATHLETIC FACILITIES SPONSORSHIP APPLICATION

Sponsor Information

Company / Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-Mail: _____

Contact Name: _____ Title: _____

Description of how company supports the Parks and Recreation Department's mission: _____

Financial Sponsorships

Gold Level Sponsorship - \$1,000

Banner Size: 10' X 4'

Pine Trails Park Locations:

- Baseball Field A -
- Outfield (Outside)
- Outfield (Inside)
- Baseball Field B -
- Outfield (Inside)
- Baseball Field C -
- Outfield (Inside)
- Baseball Field D -
- Outfield (Outside)
- Outfield (Inside)

Terramar Park Locations:

- Baseball Field 1 -
- Outfield (Outside)
- Outfield (Inside)
- Baseball Field 2 -
- Outfield (Outside)
- Outfield (Inside)
- Baseball Field 3 -
- Outfield (Inside)
- Baseball Field 4 -
- Outfield (Inside)
- Baseball Field 5 -
- Outfield (Outside)
- Outfield (Inside)
- Baseball Field 6 -
- Outfield (Inside)

Silver Level Sponsorship - \$750

Banner Size: 5' X 3'

Pine Trails Park Locations:

- Baseball Field A -
- Backstop (Outside)
- Baseball Field B -
- Backstop (Outside)
- Baseball Field C -
- Backstop (Outside)
- Baseball Field D -
- Backstop (Outside)
- Basketball Court 1 -
- Sideline (Outside)
- Basketball Court 4 -
- Sideline (Outside)

Terramar Park Locations:

- Baseball Field 1 -
- Backstop (Outside)
- Baseball Field 2 -
- Backstop (Outside)
- Baseball Field 3 -
- Backstop (Outside)
- Baseball Field 4 -
- Backstop (Outside)
- Baseball Field 5 -
- Backstop (Outside)
- Baseball Field 6 -
- Backstop (Outside)
- Basketball Court 5 -
- Sideline (Outside)

Bronze Sponsorship - \$500

Banner Size: 4' X 2'

Terramar Park Locations:

- Baseball Field 1 -
- 3rd Base Dugout (Outside)
- 1st Base Dugout (Outside)
- Baseball Field 2 -
- 3rd Base Dugout (Outside)
- 1st Base Dugout (Outside)
- Baseball Field 3 -
- 3rd Base Dugout (Outside)
- 1st Base Dugout (Outside)
- Baseball Field 4 -
- 3rd Base Dugout (Outside)
- 1st Base Dugout (Outside)
- Baseball Field 5 -
- 3rd Base Dugout (Outside)
- 1st Base Dugout (Outside)
- Baseball Field 6 -
- 3rd Base Dugout (Outside)
- 1st Base Dugout (Outside)

***NOTE: Banner will not be ordered until payment is received. There is a 3-week lead time for banner production before banner will be displayed.

Sponsorship Policies

Definitions

- Advertising – Signage paid for by a Sponsor to promote a business, organization, product, or service. The City must approve all advertising prior to distribution.
- City – The City of Parkland, a Florida municipal corporation.
- Department – The City of Parkland’s Parks and Recreation Department.
- Donations - A gift of goods, products, or services (other than money) freely given to the City. In-Kind donations may be considered as a Sponsor. The donated product or service must be relevant and beneficial. If approved, Sponsors who provide an in-kind donations will receive the sponsorship level equivalent to the retail value of the donation.
- Facility – Any building or structure that is located on property owned or managed by the City of Parkland.
- Financial Sponsorship - A monetary support for a specific program, event, or park in exchange for tangible or intangible benefits. All benefits for an approved Sponsor are as defined in the current fiscal year sponsorship packet.
- Logo – A symbol or name that is used to brand a business or organization.
- Park – Open space property owned or managed by the City of Parkland for natural resource and/or recreational use.
- Sponsor – An individual, foundation, corporation, non-profit organization, service club, an any other entity that provides either a financial sponsorship or an in-kind donation.

Guidelines

Businesses and organizations are eligible for sponsorships if they meet the following criteria:

1. Support the Parks and Recreation Department’s mission;
2. Relates to the intent/purpose of the program, event, facility or park;
3. Provide a positive and desirable image to the community;
4. Enhance the standards and visual integrity;
5. Does not create a conflict of interest for the Department or City.

Advertising that encourages the use or promotes the following is prohibited:

1. Alcohol or tobacco use;
2. Human reproduction/sexuality products and services;
3. Adult entertainment;
4. Obscenity or nudity;
5. Firearms;
6. Violence;
7. Unlawful goods or services;
8. Offensive, hateful and/or negative messages;
9. Political or campaign messages.

The City reserves the right to deny sponsorships that do not comply with the guidelines set forth in this policy. Additionally, approved sponsorships shall not limit the Department’s ability to seek other

Financial Sponsorships or Donations. Recognition of an approved Sponsor does not suggest in any way the endorsement of the goods or services by the City, or that the Sponsor has any proprietary interest in the City's Parks or Facilities.

Procedures

Interested sponsors are encouraged to contact the Department at any time to discuss a potential sponsorship.

For Athletic Facility Sponsors:

1. The Department will provide an annual sponsorship packet that offers a choice of pre-determined locations, size of banner, and funding levels with appropriate benefits associated for each level.
2. The potential sponsor will submit the current fiscal year application to the Department identifying:
 - a. the name, address, phone number, e-mail and contact person of the company or organization;
 - b. park location and field/court preference;
 - c. the funding level chosen; and
 - d. how their business or organization supports the Department's mission.
3. Department Director and/or designee reviews the potential sponsor application for approval. The City reserves the right to deny sponsorships that do not comply with the guidelines set forth in this policy.
4. Recognition of an approved Sponsor does not suggest in any way the endorsement of the goods or services by the City, or that the sponsor has any proprietary interest in the City's parks or facilities.
5. The approved Sponsor is responsible to provide the City a high resolution logo.
6. The City will be responsible to provide and install banner. All banners will be one color, which will be designated by the City to provide consistency.
7. This sponsorship will run annually from January through December. The fee will include the cost of the banner, advertising for one year, installation and removal of banner. If an approved Sponsor request to be added in between this period, the advertising portion of the fee will be prorate accordingly, but Sponsor is still responsible for full cost of banner.
8. The City is not liable for any damage or loss of banner due to vandalism, theft or weather. The City will coordinate replication of damaged or missing advertising. The Sponsor is responsible to cover the direct expense for the replication.
9. Sponsors shall not limit the Department's ability to seek other potential sponsors.
10. Returning sponsors will be given first opportunity to re-new. All new sponsors shall be on a first come, first served basis.

Cancellation and Termination

The City may terminate any time for any reason and will notify the Sponsor in writing. Upon such termination, the City shall return to the Sponsor any materials donated and a pro-rated fee for unused benefits at the time of termination.

