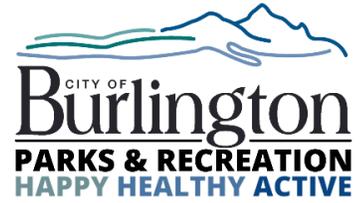


Community Event Sponsorship Policy

City of Burlington Parks and Recreation Department



1. Sponsorship Purpose:

The purpose of City of Burlington Community Event Sponsorship Program is to partner with businesses, organizations and community members to provide support for community events in the City of Burlington that promote and enhance existing activities, or help to provide new opportunities for residents and community members.

The City of Burlington Parks and Recreation Department oversees this program. Applications are accepted annually for each calendar year. **Completed Community Event Sponsorship Agreements must be received no less than sixty (60) days prior to the event in which you intend to sponsor.** At the Parks and Recreation Director's discretion, Community Event Sponsorship Agreements may be denied. Community Event Sponsors may also be accepted within the sixty day window when deemed feasible.

Community Event Sponsorship Agreements are available from the Parks and Recreation business office located at 900 E. Fairhaven Avenue or online at www.burlingtonwa.gov/parksandrec Please feel free to visit the department for any additional assistance that might be needed in selecting your Sponsorship Level or clarifying expectations of the Community Event Sponsorship Agreement. Contact Info: Phone: 360.755.9649 Email: recreation@burlingtonwa.gov.

2. Sponsorship Benefits:

Depending on your level of Sponsorship, varying levels of the following benefits will be provided to the Sponsor in the following categories (Please see details of Community Event Sponsorship Benefits on the following pages):

Pre-Event Recognition: Publicity through City Parks and Recreation Social Media, Parks & Rec Weekly Emails, Logos printed on event print material including flyers, posters, mailers, etc. distributed throughout the area.

On-Site Event Recognition: City will provide space at the event for you to set up a booth and table for your business, verbal recognition throughout the event during on-site announcements, space for a sponsor-provided banner to be hung at the event, and additional VIP opportunities that vary by event.

Post-Event Recognition: As a Sponsor, you'll have the first right of renewal for your sponsorship level for the following year if you would like to sponsor the event again.

3. Sponsorship Requirements:

Community Event Sponsorship is available to the public, private and non-profit entities, volunteer groups, neighborhood associations, educational organizations, public agencies, chambers of commerce and private businesses and individuals.

Completed Community Event Sponsorship Agreement and Payment Information must be received no less than sixty days prior to the event in which you intend to sponsor. All logos (in formats: png, jpeg or pdf) for advertising purposes must also be submitted at this time.

4. Sponsorship Process:

1. Submit the Community Event Sponsorship Agreement to the City of Burlington Parks and Recreation Department no later than sixty (60) days prior to the beginning of the event you intend to sponsor. Include payment in full for your desired level of sponsorship. You are welcome to support multiple events each year through sponsorship.
2. City Staff will send an acknowledgement letter or email confirming or denying your sponsorship within one week of receiving your completed agreement.

5. Sponsorship Criteria:

The City shall consider but is not limited to the following criteria, if applicable when evaluating a sponsorship proposal. In all cases, the City shall have the ability to accept or reject the proposal.

- The entity or individual's past record of involvement in community and City projects
- The timeliness or readiness of the entity or individual to enter an agreement
- The actual value, in cash or in kind goods or services, of the proposal in relation to the benefit of the entity or individual and the City
- The City's operating and maintenance costs, including staff time or any other additional responsibilities associated with the proposal
- The inclusion of conditions that would limit the City's ability to enter into agreements with other sponsors or to carry out its functions fully and impartially
- The potential for public perception of partiality, impropriety or implied relationship between the City and the individual or entity other than for the limited purpose of sponsorship.

6. Entities and Individuals NOT Considered for City Sponsorships:

The City shall not accept a sponsorship from an entity or individual that is engaged in any of the following activities:

- Entities or individuals involved in the advocacy, endorsement of candidates or campaigns pertaining to political elections.

7. Approved Sponsorship Standards:

If an entity or individual is selected as a sponsor by the City, its sponsorship shall adhere to the following standards. The City reserves the right to approve or reject messages or advertisements utilized in association with the sponsorship content, wording, appearance or copy thereof for any reason whatsoever and shall not be liable for subsequent damages. **The City shall reject all proposed messages or advertisements that contain any one or more of the following:**

- Advocacy or endorsement of candidates or campaigns pertaining to political elections
- Depiction in any form of profanity, obscenity, or lewdness
- Promotion for the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of violent nature
- Promotion or depiction of discrimination or the use of hate speech against any individual, group, company or organization
- Content which is false, misleading, deceptive or which otherwise relates to illegal activity
- Language or descriptive material which taken in form and context is deemed to be contrary to community standards.

Sponsors are solely responsible for obtaining any necessary permission to use photographs, trademarks, trade names, copyrighted material or any other legally protected property.

Approval of sponsorship does not relieve the entity or individual receiving the sponsorship from also complying with all other applicable City, state and federal laws and regulations.

8. Termination of City Sponsorship

The City reserves the right to terminate any sponsorship at any time if, in the City's sole discretion, continuation of the sponsorship is not in the best interests of the City.