

Parks & Recreation

City of Missoula • 600 Clegg Lane • 721-PARK

Fort Missoula Regional Park

Sponsorship and Leaf a Legacy Program

Introduction:

Fort Missoula Regional Park (FMRP) is a 156-acre recreational, cultural and historical destination that was developed and is managed as a joint City and County of Missoula partnership. Through an interlocal agreement with the County, Missoula Parks and Recreation manages Fort Missoula Regional Park, which is funded through park district funds, County Parks & Trails funds, and user and program fees. To maintain and enhance the facilities and programs at Fort Missoula Regional Park, Missoula Parks and Recreation is actively seeking to establish alternative revenue streams that will enhance and sustain quality services to our community in a manner that respects the noncommercial nature of public places. The alternative funding sources being pursued include site/event/amenity specific sponsorships, and sponsorships through the Leaf a Legacy program and programmatic sponsorship. Funding sources must comply with relevant policies, standards and guidelines of the Parks and Recreation Department and City of Missoula.

Purpose:

This policy is intended to guide the Missoula Parks and Recreation Department staff and Board, in helping potential sponsors and donors understand the opportunities and constraints of site and amenity sponsorships and/or dedications at Fort Missoula Regional Park.

Definitions:

Advertising – the activity of attracting the public's attention to a particular entity, product or service.

Sponsorship – A form of advertising in which financial or in-kind support from an individual, organization or corporation is designated for a specific service, program, park, amenity or event and certain agreed acknowledgement/benefit/recognition are received in return.

Dedications – Dedication of specific park amenities by businesses, individuals and/or organizations which are approved and recognized by Missoula Parks and Recreation and recognized in accordance with Missoula City Parks & Recreation Partners in Parks Dedication and Donation Policy guidelines.

Department - Missoula Parks and Recreation Department Staff and/or Board.

Donations and Gifts – the provision of in-kind goods and/or money for which no benefits are sought and are freely given. All recognition for donors and donations follow Missoula City Parks & Recreation Partners in Parks Dedication and Donation Policy and policy guidelines specific to

Fort Missoula Regional Park. The Partners in Parks program establishes the ability of Missoula Parks and Recreation to consider partnership opportunities with public and private entities to deliver and support programs and services.

Long Term Advertising – Advertising signage created to promote a product or organization which is placed in a public park or facility within the approved guidelines for placement, content and term length per this policy and the advertising agreement. There is no permanent advertising permitted at FMRP.

Plaque - a flat brass plated sign, or similar product, containing information that is either engraved or in bold relief.

Temporary Advertising – Advertising through signage, printed or digital materials, which is displayed and/or erected for a known period of time, usually not exceeding the duration of the event or program and is associated with an event or a program.

Donor Tree – A steel sculpture depicting elm trees mounted to the Headquarters office building which is located at the southeast corner of the park. The tree has “add-on” leaves for inscriptions.

Sponsorships at Fort Missoula Regional Park

Guiding Principles – Consideration of Proposals

The following principles form the foundation for consideration of sponsor proposals:

1. All sponsorships must directly relate to and support the intent of the Fort Missoula Regional Park and Fort Missoula Historic District plans and goals.
2. Sponsorships cannot be conditional on Missoula Parks & Recreation's performance or results of any particular event or program.
3. The mission of a sponsorship organization should be supportive and not conflict with the mission of Missoula Parks & Recreation.
4. Sponsorships provide a positive and desirable image to the community.
5. Sponsorship benefits offered should be commensurate with the relative value of the sponsorship.
6. The sponsorship must enhance current priorities, programs and core services at Fort Missoula Regional Park.
7. Individual sponsors should not limit Missoula Parks & Recreation's ability to seek other sponsors.
8. Recognition benefits at Fort Missoula Regional Park do not compromise the design standards and visual integrity of the park or any site facility.
9. An evaluation, related to the principles, of the potential sponsor shall include the following:
 - Products/services offered
 - Company's record of involvement in environmental stewardship, social responsibility and promotion of health and wellness.
 - Principles of the company
 - Sponsor's rationale for its interest in FMRP and Missoula Parks & Recreation

- Sponsor's expectations
- Sponsor's timeliness and/or readiness to enter into an agreement
- The products and services of the potential sponsor must be compatible with the policies, guidelines and laws of both Missoula City and County.

10. Products and businesses generally ineligible for sponsorships include; for profits whose primary products or services are derived from the sale of products backing unhealthy lifestyles such as illicit drugs, tobacco, gambling, firearms, or sexually explicit materials. Any product not appropriate to the target market demographic for a program, event or facility.

*Sponsorships proposals, depending on values and terms, may require Parks and Recreation Board, City Council and/or County Commission approval per policy or regulation.

Sponsorship Types:

SITE SPONSORSHIP – Site Sponsorship is the financial or in-kind operating support of a major feature or facility at Fort Missoula Regional Park. Items are identified by the Department and range in cost. Individual entities or collective groups may become co-sponsors of a facility or feature(s). Marketing opportunities and recognition are negotiated and approved by the Parks and Recreation Department and Board. Sponsors are recognized through long-term advertising as well as additional opportunities included in their agreement.

AMENITY SPONSORSHIP – Amenity Sponsorship is the financial or in-kind operating support of specific amenities at Fort Missoula Regional Park. Amenities range in cost. Marketing opportunities /recognition are defined by the Fort Missoula Regional Park Leaf a Legacy Program section of this document.

Sponsorship Recognition:

- I. Missoula Parks & Recreation appreciates all sponsorships that enhance the mission and efforts to expand services for residents and guests.
- II. In recognition of a sponsor's contribution, temporary advertising opportunities will be provided and long term advertising opportunities may be offered depending on the agreement specifics.
- III. Recognition of a sponsorship shall not suggest in any way the endorsement of the sponsor's goods or services by Missoula Parks & Recreation, or any proprietary interest of the sponsor in Missoula Parks and Recreation.
- IV. Any physical form of on-site recognition shall not interfere with visitor use or routine Regional Park operations.
- V. Missoula Parks and Recreation is not obligated to replace if the gift or park improvement, dedication is stolen, vandalized, worn out, irreparably damaged or

destroyed or it is past the warranty period. Replacement plaques may be ordered at cost but will be the financial responsibility of the original donor.

- VI. The form of any on-site recognition shall be of an appropriate size and color and shall not detract from the park surroundings or any historical interpretive message.
- VII. All sponsorship agreements will be for a defined period of time corresponding to the value of the sponsorship and the life of the asset, event or program being sponsored.
- VIII. Parks and Recreation reserves the right to refuse a sponsorship or terminate a sponsorship agreement at any time and for any reason if, by Parks and Recreation's sole determination, the sponsor or sponsorship fails to meet the Guiding Principles.
- IX. Naming of events, facilities, features or amenities within a Fort Missoula Regional Park in recognition of a sponsor is permitted providing such names are subordinate to the name of the park or the facility.
- X. Where naming/renaming as a sponsorship benefit is to be offered in recognition of a sponsorship, Missoula Parks and Recreation Board will be notified of the proposal. The Board or a working subcommittee shall consider the following:
 - a. Review the proposed request for its adherence to the policies of Missoula Parks & Recreation.
 - b. Ensure that supporting information has been authenticated.
 - c. Take into consideration the comments of the partners and policy makers. (Potential and non-exhaustive list includes neighborhood councils, primary user groups, friends groups, historic stakeholder and elected officials.)
 - d. The subcommittee will then present a recommendation to the Parks and Recreation Board who may either accept or reject any proposal. The Parks & Recreation Board may also seek to refer the matter for a public hearing.
 - e. Naming/renaming and site specific recognitions on the County-owned parcel of FMRP may require approval by the Board of County Commissioners.
- XI. Sponsorship marketing materials including but not limited to; banners, signs, brochures, cards, signs, posters, newsletters, logos on products such as t-shirts must be approved by the Parks and Recreation Department.
- XII. Specific facilities (i.e. Bella Vista Pavilion, Bella Vista Synthetic Turf Field, and Softball 5 Plex) will have established areas for temporary advertising and sponsor recognition. Safety and visual impact shall be considered.
- XIII. Walk-away products are acceptable (i.e. water bottles, stickers) but waste must not negatively impact the park environment or the community's goal of zero waste
- XIV. The Parks and Recreation Department's Marketing Division must approve the use of any branding related content including: park, city, county, or department logo or mascot by the sponsor.

XV. All social media and digital content which makes reference to the sponsored event, program or site and/or makes use of city, department or park logos by the sponsor must be in adherence with the Federal Trade Commission's endorsement guidelines including but not limited to:

- a. Advertisements must be truthful and not misleading;
- b. Advertisements may not be unfair or deceptive;
- c. Advertisers must substantiate all claims, whether express or implied; and make any disclosures necessary to make an advertisement accurate
- d. Sponsorship must be clear and obvious.

Sponsorship Levels

Long term and site recognition must adhere to the non-discrimination policy and all city and county laws or codes with approval from the Parks and Recreation Board. Marketing and advertising benefits for sponsors are negotiated and detailed in each specific sponsorship package agreement and/or contract. The Parks and Recreation Department will offer a choice of sponsorship levels with appropriate benefits associated with each level.

SPONSORSHIPS beginning/less than \$20,000 – Sponsorships at this level will receive a leaf on the donor tree for at least the life of the feature/amenity/facility sponsored, with leaf color corresponding to amount given.

SPONSORSHIPS ranging \$20,001 - \$49,999 - Sponsorships at this level will receive a leaf on the donor tree for the life of the item sponsored, with leaf color corresponding to amount given. Other recognition includes recognition, which may be displayed off park property at their place of business, and other recognition as outlined in their agreement.

SPONSORSHIPS equal to/exceeding \$50,000 - Sponsorships at this level include recognition for a set period of time within the park on a bronze or similar plaque, and an appreciation plaque that may be displayed off park property at their place of business, and other recognition as outlined in their agreement

Sponsorship Procedure:

Sponsorships are arranged primarily through two processes:

- a) Self-initiated by the potential sponsor
- b) Initiated by the Department through a formal or informal “RFS” (Request For Sponsors)

Interested sponsors are encouraged to contact the Department at any time to discuss a potential sponsorship or can submit an “Interest in Corporate Sponsorship” application.

If initiated by the potential sponsor, the procedure is:

1. Completion of an application (interest in sponsorship)
2. Meeting with assigned Department staff

3. Sponsorship drafted, with levels of sponsorship, benefits to the department, and details evaluated. Sponsorship draft evaluated per policies
4. Approval by Parks and Recreation Department or by Park Board and/or City Council, County Commissioners. Capital projects exceeding \$5,000 and expected to last at least 5 years on the portion of the FMRP owned by the County will require County approvals through the County Parks & Trails Advisory Board and the Board of County Commissioners.
5. Legal agreement

At times, the department will issue requests for sponsorship (RFS) through various media such as direct mail, website, social forums, public service announcements, or publications. A pre-application meeting may be scheduled. Depending on the nature of the opportunity, the Department may select one or more interested sponsors who best meet the policy requirements set forth with a sponsorship opportunity.

Fort Missoula Regional Park: Leaf a Legacy Program

Missoula Parks and Recreation will manage all dedications, donations, and sponsorships located at Fort Missoula Regional Park property. Sponsorships towards park infrastructure (bleachers, fitness equipment, etc.), site improvements, or park amenities (trees, benches, tables, etc.) are all encouraged.

HOW TO PARTICIPATE IN THE LEAF A LEGACY PROGRAM

1. Sponsors may contact the Missoula Parks and Recreation to discuss potential dedications/donations.
2. Type of sponsorship and potential site locations will be discussed if applicable.
3. Sponsor will submit Leaf a Legacy sponsorship form and payment.
4. Upon receipt of payment, Parks staff will order/purchase dedication leaf for installation on donor tree.
 - a. Leaf color will correspond to amount given
 - b. Donor will have the opportunity to add text to recognition leaf. Available options such as acceptable character length, fonts, etc. will be provided.
 - c. Leaf will remain on the donor tree for the length of the sponsorship as identified by the Agreement.
5. Department staff will contact the sponsor when installation of leaf is complete.

Leaf a Legacy Sponsorship Renewal

1. Department staff will contact donor prior to the end of their sponsorship term
2. Sponsor will have the opportunity to re-sponsor their contribution, make a new dedication/donation, or end their contribution.
3. Donors choosing to end their contribution will receive their donor tree leaf as a commemorative item.



LIFETIME FEE	Lifetime Expectancy (Yr.)	AMENITY	RECOGNITION	WARRANTY
\$13,200.00	15	Large Bleachers	Gold Leaf	5 Years
\$12,900.00	15	Small Bleachers	Gold Leaf	5 Years
\$7,100.00	15	Seasonal Drinking Fountain	Silver Leaf	5 Years
\$5,600.00	15	Horseshoe Pits	Silver Leaf	5 Years
\$2,500.00	15	Interpretive Panels 36" x24"	Bronze Leaf	5 Years
\$2,500.00	15	Ping Pong Table	Bronze Leaf	5 Years
\$2,400.00	15	Large Lounge Chairs	Bronze Leaf	5 Years
\$2,400.00	15	Platform Seat	Bronze Leaf	5 Years
\$1,900.00	15	Dog Park False Fire Hydrant <i>*already sponsored</i>	Ruby Leaf	5 Years
\$1,000.00	10	Backless Park Bench	Ruby Leaf	5 Years
\$1,000.00	10	Standard Park Bench	Ruby Leaf	5 Years
\$1,300.00	10	Tall Tables/Moveable Tables Game-Style Tables	Ruby Leaf	5 Years
\$1,100.00	10	Picnic Table/Hex Table	Ruby Leaf	5 Years
\$600.00	10	Bike Rack	Emerald Leaf	5 Years
\$600.00	10	Pet Station	Emerald Leaf	5 Years
\$500.00	20 - 100	Deciduous Trees	Emerald Leaf	5 Years
\$500.00	20 - 200	Conifer Trees	Emerald Leaf	5 Years
\$300.00	5	Trash Receptacle	Emerald Leaf	5 Years