



Director Approval - Original Approval Date: 3/12/2021
Update Approval Date: 12/31/2021 Admin Updct
Signature: _____

PARKS & RECREATION

Date: 3/12/2021 Updated: 12/31/2021 Date To Be Reviewed: Three Years – 6/30/2024

Title of Document: 3.4.3.A LOPR_Sponsorship Policy

1.0 INTRODUCTION

1.1 Lake Oswego Parks & Recreation (LOPR) frequently seeks sponsorships with nonprofits, individuals, foundations, private businesses, and corporations to enhance our ability to deliver parks and recreation services.

1.2 LOPR often receives offers and requests for sponsorship opportunities from a variety of organizations, including private businesses and corporations, that would like to provide financial support to LOPR in exchange for sponsor recognition.

2.0 PURPOSE

2.1 To establish the overarching policy for entering into sponsorship agreements.

2.2 To recognize that sponsorships provide an effective means of generating additional resources to support LOPR facilities and programs.

2.3 This policy is not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists.

2.4 This policy is not applicable to events authorized by a Special Event Permit issued by the City of Lake Oswego.

3.0 ORGANIZATIONS AFFECTED

3.1 Lake Oswego Parks & Recreation

3.2 Lake Oswego Parks and Natural Resources Board



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4.0 REFERENCES

- 4.1 PP&P 7.1.A LOPR Park Naming Policy
- 4.2 PP&P 7.1.B LOPR Park Donation and Memorial Policy
- 4.3 Personnel Policy 1-4 Ethics, #3 Gifts
- 4.4 PP&P 3.4.3 LOPR_Marketing Community Relations Plan
- 4.5 City of Lake Oswego Sign Ordinance
- 4.6 PP&P 3.4.3.B LOPR_Sponsorship Agreements & Guidelines

5.0 POLICY

5.1 It is LOPR’s policy to seek sponsorships for its events, services, parks, and facilities from individuals, foundations, corporations, nonprofit organizations, and other entities. The purpose of sponsorships is to increase LOPR’s ability to maintain facilities, deliver services to the community, and/or provide enhanced levels of service beyond the core levels funded from the City’s general fund.

5.2 It is LOPR’s policy to provide sponsors with suitable acknowledgement of their contribution. Sponsor recognition will be done in a way that minimizes impacts on the visitor’s experience and the visual qualities of the site. Sponsor recognition will not be perceived as creating a proprietary interest.

5.2.1 Sponsorship agreements will align with this policy and be created and executed in accordance with PP&P 3.4.3 – B LOPR_Sponsorship Agreements & Guidelines.

5.2.2 Sponsorships must not detract from or appear to be in conflict with the mission and policies of LOPR.

5.2.3 Sponsorships will not result in any loss of LOPR’s jurisdiction or authority.

5.2.4 Sponsorships signage if allowed as part of the Sponsorship Agreement will adhere to the sign ordinances and signage policies and practices of the City and LOPR.

5.3 In general, the following industries and products are not eligible for corporate sponsorships with LOPR: religious and political organizations and companies whose business is substantially derived from the sale of alcohol, cannabis, tobacco, firearms, pornography or any products or practices that are illegal.



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6.0 DEFINITIONS

For the purpose of this policy the following definitions apply:

6.1 Sponsorship - financial or in-kind support from an individual, foundation, nonprofit, corporation or other entity, for a specific service, program, facility, park or event in return for certain benefits.

6.2 Sponsorship Agreement - the legal instrument that sets out the terms and conditions to which the parties have agreed.

6.3 Advertising – the action of attracting the public’s attention to a particular product or service, especially by paid announcements.

6.4 Community Center – a Parks-owned building in which structured and unstructured recreation and cultural activities are provided.

6.5 Corporate Slogan – a word or phrase that may be attached to a corporate name or logo.

7.0 AUTHORITY

The Director or designee will make final decisions for sponsorship agreements, monetary and/or equipment donations with a cash value of less than \$50,000. Requests for all naming rights and sponsorship agreements and monetary and/or equipment donations that exceed \$50,000 will be forwarded to the City Manager for consideration and final decisions.

Responsibility/Contacts: Director, Deputy Directors, Sponsorship & Partnership Coordinator