



Date: 03/12/2021

Updated: 06/30/2022

Date To Be Reviewed: Annually – 06/30/2023

## Title of Document: 3.4.3.B LOPR\_Sponsorship Agreements & Guidelines

### 1.0 INTRODUCTION

1.1 LOPR Sponsorship agreements and activities are governed by 3.4.3.A LOPR\_Sponsorship Policy and this document. The policy outlines the overall expectations of the sponsor and LOPR, and this document provides guidelines and more specific details regarding the creation, expectations and informed amenities, and execution of sponsorship agreements.

### 2.0 PURPOSE

2.1 To establish the specific guidelines and procedures for negotiating and executing sponsorship agreements and activities under 3.4.3.A LOPR\_Sponsorship Policy.

### 3.0 SPONSORSHIP AGREEMENTS

3.1 Every sponsorship will be governed in order by 3.4.3.A LOPR\_Sponsorship Policy, 3.4.3.B LOPR Sponsorship Agreements & Guidelines, and the individual Sponsorship Agreement between the sponsor and the City.

3.2 Every sponsorship will have a mutually signed Sponsorship Agreement that clearly and specifically outline the context, terms, conditions, and timeframe of the sponsorship.

3.3 Refer to 5. FORMS

### 4.0 SPECIFIC GUIDELINES

#### 4.1 Sponsorship Marketing Packet

- Each potential sponsor will be presented with the current year Sponsorship Marketing Packet. The Sponsorship Marketing Packet is developed and maintained by the Sponsorship & Partnership Coordinator and outlines the sponsorship opportunities and benefits for the current year. The purpose of the



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packet is to ensure all prospective sponsors receive the same information regarding sponsor opportunities, benefits and costs.

#### 4.2 Sponsorship Categories

- Type A: Site-Specific or Event/Activity Specific Program Sponsorship: A neighborhood business, local merchant or local branch of a corporation sponsors a time limited event/activity or program at an individual recreation facility.
- Type B: City-wide Program Sponsorship: A local corporation/entity sponsors a time limited program that is held at multiple recreation facilities or has a City-wide presence.
- Type C: Temporary Logo or Recognition Display Sponsorship: A sponsorship agreement that includes a display of recognition on park property for more than several calendar days and less than one year.
- Type D: Long-Term Sponsorship: A sponsorship agreement that includes the naming of a facility or portion of a facility for a sponsor for more than one year.

#### 4.3 Sales of Goods by Sponsor

- Sale of goods by a sponsor is expressly prohibited unless Director Approval has been granted prior to the signing of and included within the Sponsorship Agreement.

#### 4.4 Recognition of Sponsors

- LOPR appreciates all sponsorships that enable it to further its mission.
- In recognition of sponsors' contributions, preference will be given to providing a form of recognition that is not displayed within parks.
- Recognition of sponsorship shall not suggest in any way the endorsement of sponsors' goods or services by LOPR, the City of Lake Oswego, nor any proprietary interest of the sponsor in LOPR.
- All sponsorship agreements defining recognition will be for a pre-defined period of time or life span of the asset or program being sponsored, whichever comes first.



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#### 4.5 Sponsorship Agreements & Processing Payments

- It is the responsibility of the Sponsorship & Partnership Coordinator to ensure the meeting of agreement requirements and the proper processing of sponsorship payments.
  - Secure business name, LLC name, address and name & title of person who will be signing from the sponsor.
  - Access City private pages, legal, parks & rec, for the sponsorship contract form.
  - Fill out with benefits and event details and send word doc to the Deputy City Attorney Evan Boone for signatures.
  - Secure signatures from business and check.
  - Once check received, send to Registrar (Front Desk) and request the payment check to be directly deposited to Tyler, not input into ActiveNet (due to processing fees that diminish the value.)
  - Request receipt of check deposit.
  - Send signed contracts to Ivan for signatures, then to contract administrative assistant for record keeping.
  - Scan signed copy for sponsorship files.

#### 4.6 Sponsorship Tracking

- It is the responsibility of the Sponsorship & Partnership Coordinator to annually track all sponsorship related activity for each calendar year utilizing the Sponsorship Tracking form/spreadsheet.

#### 5.0 FORMS

5.1 Sponsorship Marketing Packet 20XX

5.2 Sponsorship Agreement

5.3 Sponsorship Tracking 20XX

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