



AB 6427: Recreation Sponsorship Policy

March 5, 2024



Agenda:

Background

Selection Criteria for Sponsorship

Disqualifying Criteria for Sponsorship

Requirements & Priority of Sponsorship

Next Steps



What Is A Sponsor?

Sponsor: Provides funds, goods, or services to the City in exchange for recognition, acknowledgement, or other promotional considerations or benefits with respect to a City coordinated program, event, or service.

Background

- A Sponsorship Policy is a standard municipal tool that guides the acceptance of sponsorships for city coordinated events, programs, and activities.
- The City currently accepts and solicits sponsorships absent a formal policy using a defined solicitation process.
- In 2023, the Recreation Division received approximately \$34,500 in sponsorship revenue.
- Policy development took place over two PRC meetings:
 - November 2, 2023
 - January 4, 2024

CITY OF MERCER ISLAND
SUMMER CELEBRATION
JULY 13, 2024



EVENT DETAILS

- Target Audience: All Ages
- Anticipated Attendance: 10,000+
Community Reach: 25,000+
- Location: Mercerdale Park & Luther Burbank Park
- Date & Time: Saturday, July 13, 10am - 10pm
- Family Entertainment
Community Parade
Musical Concerts
Food Trucks
Fireworks Show

EVENT & SPONSOR CONTACT

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ENTERTAINMENT | FOOD | FIREWORKS COMMUNITY ENGAGEMENT AND MORE!

Mercer Island's Summer Celebration is the largest one-day event for the Island, featuring live music, food vendors, community groups, fireworks show and more!

Taking place at two locations--Mercerdale Park in the afternoon and Luther Burbank Park in the evening, this is an event to bring all Islanders together for family-oriented fun, emphasizing our wonderful community.

Sponsorship with The City of Mercer Island's Summer Celebration will maximize your exposure in an engaging and fun atmosphere, while showing your support to the Mercer Island community!

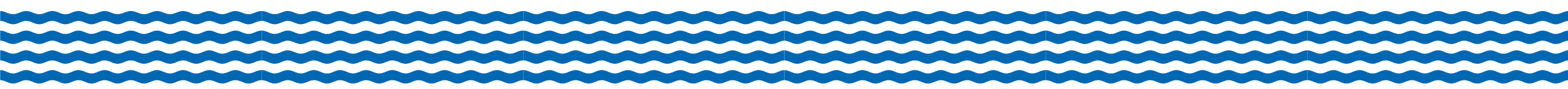
We can't wait to make you a part of this Island tradition!



Sponsorship Policy

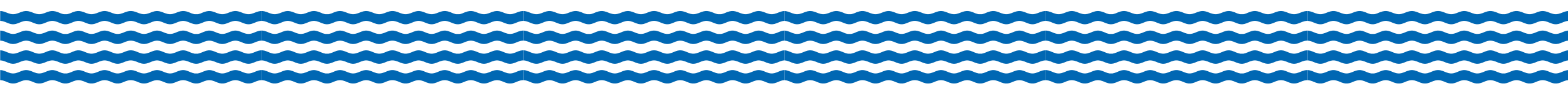
- The recommended policy establishes:
 - Authority to Accept or Reject Sponsorships
 - Sponsorship Selection Criteria
 - Disqualifying Criteria
 - Requirements and Priority for Sponsorship Acceptance

The City retains the right to refuse any offers of sponsorship. The City Manager (or designee) is responsible for determining which City events, programs, and services are suitable for sponsorship and for reviewing, accepting, or rejecting sponsorship proposals.



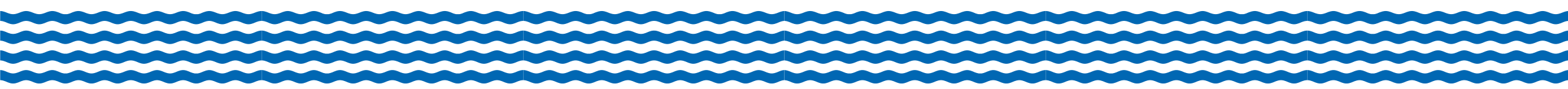
Selection Criteria

- Consistency of prospective sponsor's products, customers, and promotional goals with the program, event, or service.
- Historical participation as a sponsor.
- Timeliness or readiness to enter a Sponsorship Agreement.
- Promotional considerations provided to the prospective sponsor relative to the community benefits of the sponsorship.
- The degree of support from other City departments needed to evaluate and implement the terms of the Sponsorship Agreement.
- Operating and maintenance costs, if any.
- Record of past involvement in community and City projects.



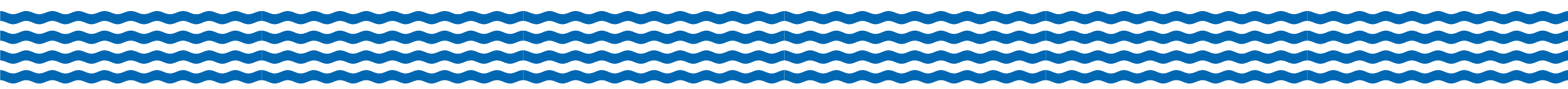
Disqualifying Criteria

- Businesses that are substantially derived from gambling or sexually oriented services or products, or the manufacture or sale of tobacco, marijuana, weapons, or firearms.
- If associated with the City, may create the appearance that the City supports a particular religious or political point of view.
- Past, present, or pending business agreements, permit approvals, or other associations with the City – that would have an appearance of impropriety.
- Conditions that are inconsistent with the City's mission, values, policies, or planning documents.



Disqualifying Criteria (cont.)

- Profanity, obscenity, or hate speech.
- Promotion of tobacco products, alcohol, marijuana, gambling, sexually related products or services, the sale or manufacturing of firearms or weapons, products or services that are contrary to the interest of public health, safety or welfare.
- Factors that might affect or undermine the public trust or confidence in the City's impartiality or interfere with the efficient delivery of City services or operations.
- Any other reason that a proposed sponsorship is inconsistent with the City's best interests as determined by the City Manager in their sole discretion.



Requirements & Priority for Acceptance

An executed Sponsorship Agreement between the sponsor and City.

All recognition and materials in association with the sponsorship are subject to approval by the City.

If multiple potential sponsors come forward, those within the City of Mercer Island shall have priority over non-local potential sponsors.



Next Steps:

- If approved, staff will develop a sponsorship application form and a revised sponsorship agreement to align with the new policy.
- Staff will continue promoting sponsorship opportunities for recreation events and programs.
- Staff will report and review sponsorship outcomes annually with the Parks and Recreation Commission.

Recommended Action: Approve the Recreation Sponsorship Policy

