

DRAFT RECREATION SPONSORSHIP POLICY

Purpose

This policy establishes guidelines for the acceptance and management of sponsorships to support the City's event and programming goals through mutually beneficial sponsorship agreements.

Definitions

Person: An individual, corporation, partnership, governmental entity, business entity, or organization.

Sponsor: A Person that provides funds, goods, or services to the City in exchange for recognition, acknowledgement, or other promotional considerations or benefits with respect to a City program, event, facility, or service.

Sponsorship: The provision by a Sponsor of funds, goods, or services to the City in exchange for recognition, acknowledgement, or other promotional considerations or benefits with respect to a specific City program, event, facility, or service.

Sponsorship Agreement: A contract between the City and a Sponsor establishing the terms and conditions agreed upon by the City and the Sponsor with respect to the Sponsorship.

1.0 General Policy

The City of Mercer Island encourages Sponsorships where such opportunities are mutually beneficial to both the Sponsor and the City and the Sponsorship is consistent with all applicable laws, City ordinances, City policies, and City procedures.

Whenever possible, Sponsorships should be linked to a specific City division, facility, or service.

2.0 Sponsorship Criteria: TBD and presented at future Commission Meeting.

3.0 Disqualifying Criteria

Any Sponsorship applications or agreements that feature any of the following criteria will be rejected:

- A. Businesses that are subject to regulation or monitoring by local, state, or federal law enforcement agencies, including the Mercer Island Police Department, for regulatory compliance (e.g., sexually oriented businesses, bars, taverns, massage facilities, gun shops, or manufacturers or sellers of firearms or weapons).
- B. Religious or political organizations.
- C. Organizations that, if associated with the City, may create the appearance that the City supports a particular religious or political point of view.
- D. Commercial enterprises whose business is primarily derived from the sale or manufacture of alcoholic, tobacco, or marijuana products.

- E. Individuals or commercial enterprises having past, present, or pending business agreements, permit approvals or other associations with the City, if a Sponsorship Agreement would have an appearance of impropriety.
- F. Conditions that are inconsistent with the City's mission, values, policies, and/or planning documents.
- G. Profanity, obscenity, and hate speech.
- H. Any Sponsorship Agreement that will or may promote tobacco products, marijuana, alcohol, gambling, sexually related products or services, the sales or manufacturing of firearms or weapons, or products or services that are contrary to the interest of public health, safety, or welfare.
- I. Other factors that might affect or undermine the public trust or public confidence in the City's impartiality or interfere with the efficient delivery of City services or operations, including, but not limited to, the existence of, or possibility for, conflicts of interest between the Sponsor and the City officers, employees, or City affiliates; the potential for the Sponsorship to tarnish the City's reputation or standing among its citizens, or the potential to otherwise impair the ability of City to govern its citizens, or distract the City and its officers and employees from its mission.
- J. Any other reason as determined by the City Manager in their sole discretion.