

# City of Sandpoint Sponsorship and Advertising Policy

## **Purpose**

The City of Sandpoint acting in its proprietary capacity and not as a regulator recognizes the opportunity to raise revenues to support public benefits through commercial advertising and sponsorships on city property or right of way. This policy establishes guidelines and procedures for entering into sponsorship and advertising agreements to ensure consistency, transparency, and alignment with the City's mission, values, and public image.

## **Governing Authority**

The Community Planning and Development Department is responsible for implementing and administering this policy. The Parks Planning & Development Manager acts as the principal office for sponsorships, while an Advertising Standards Committee, appointed by the Mayor, oversees advertising sales. All changes to this policy must be approved by the City Council.

## **Objectives**

1. Generate additional revenue to support City facilities, programs, and services.
2. Define the types of commercial advertising and sponsorships acceptable in City publications, events, and facilities.
3. Ensure clear and objective standards for accepting or rejecting advertising and sponsorship requests.
4. Maintain the City's reputation and public image by avoiding controversial or offensive content.
5. Provide suitable acknowledgment and recognition for sponsors.

## **Scope**

This policy applies to commercial advertising and sponsorships from individuals, foundations, corporations, nonprofit organizations, and other entities in designated spaces specifically made available for advertising by the City. It excludes gifts, grants, and unsolicited donations without business relationships or benefits to the donor, and events authorized by a Special Event Permit.

## **Procedures**

1. **Advertising Sales:**
  - Advertising space may be sold in City publications, events, city property, and team uniforms.
  - Advertising rates will be established by the City Council, guided by market rates.
  - An Advertising Standards Committee will review all advertisements to ensure compliance with limitations.
  - Advertisers must enter into legal contracts with the City and adhere to visual identity guidelines and print schedules.

## **2. Sponsorship Agreements:**

- Sponsorships can include cash, real or personal property, or in-kind contributions.
- Staff will consult with the Procurement Officer and Central Services Director to execute sponsorship agreements.
- Agreements will consider the sponsor's timing expectations, associated costs, scope of sponsorship, and past involvement in City projects.

## **3. Advertising/Sponsorship Applications:**

- Application for advertising sales or sponsorship agreement opportunities can be submitted through individuals or entities responding to such opportunities posted on the City's website, sponsorship or advertising catalog, or other selected methods deemed appropriate by the City. The City may also consider sponsorship proposals initiated and submitted by individuals or entities although it is not obligated to do so.

## **Limitations and Restrictions**

Advertising and sponsorship content must not:

1. Be false, misleading, or deceptive.
2. Be libelous or promote illegal activities.
3. Imply or declare City endorsement of any products or services.
4. Contain obscenity, profane or sexual content.
5. Promote alcohol or tobacco-related products.
6. Support or oppose political candidates, issues, or causes.
7. Support or oppose any religion or religious beliefs.
8. Contain non-commercial speech.
9. Conflict with City goals, policies, or procedures.

## **Right to Deny and Terminate**

The City reserves the right to deny any sponsorship or advertising request that contains prohibited content reflected above, conflicts with the City's mission, values, policies, or best interests. The City may terminate agreements if conditions arise that conflict with this policy in the City's sole discretion.

## **Appeal Process**

Potential advertisers whose submission are rejected or terminated by City Staff will first appeal the decision to the Mayor. Should the Mayor affirm the denial, the potential advertiser may then

appeal the denial to the City Council. The appeal process will be conducted in a timely manner and will provide the potential advertiser with the opportunity to present their case.

### **Recognition and Benefits**

Sponsor recognition will be designed to minimize visual impacts on visitor experience and site aesthetics. Forms of recognition include:

- Temporary signs during construction or events.
- Interpretive signs with logos.
- Permanent plaques or signs (limited to the life of the asset).
- Naming rights for facilities where the sponsorship covers 100% of costs.
- Publicity through City and sponsor channels.
- Events like press conferences and ribbon-cutting ceremonies.
- Commemorative items and acknowledgments in printed materials.

### **Exclusions**

- Program delivery support and community sports team sponsorships are excluded from this policy and may follow separate guidelines.

### **Reporting**

The City staff will report annually to the Mayor and City Council on the number of active sponsorships, their dollar value, types, and impacts on public use of City properties and programs.

### **Controlling Law**

All sponsorships and advertisements must comply with applicable City policies, codes, and state and federal laws.