



Radnor Township

Sponsorship Policy

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Section 1: Background

Radnor Township and its citizens pride themselves on having a dynamic environment filled with an array of services and facilities that enhance the quality of life for the individual and the community. This includes having an extensive park and recreation system and a thriving government access cable channel. Today, financial and in-kind support is even more important in order to sustain and expand the investments made towards these provisions as the popularity of them continues to climb. In an effort to utilize and maximize the community's resources, Radnor Township welcomes and encourages sponsorships in order to assist with continued support in these areas and increase its ability to provide enhanced levels of service beyond the core levels of the general fund. By providing local, regional, and national organizations, businesses and people with a method for becoming involved and aligning themselves with the Township's public mission, we are also able to deliver more opportunities to a broader base of our community. Radnor Township is poised to align itself with cooperative ventures in order to encourage visibility and comprehensive growth for local organizations, businesses and individuals that will benefit the overall community - *Radnor Township, its citizens, and potential partners.*

This policy provides the framework and understanding for Radnor Township's *Sponsorship Opportunities*. The *Sponsorship Policy* may evolve as the needs of new projects and other Township Departments are incorporated into its usage. Radnor Township Staff who administer sponsorship agreements as well as other Township designees shall review this policy annually and recommend any adjustments as needed. All recommended changes to the sponsorship policy must be approved by the Radnor Township Board of Commissioners.

Section 2: Purpose and Application

This *Sponsorship Policy* and its definitions are outlined for the purpose to guide Radnor Township, including its designated personnel/appointees and governing body (Board of Commissioners), to follow throughout the implementation of sponsorship opportunities while considering that these guidelines may evolve as they advance in being carried out. It is also designed to assist potential sponsors (local, regional, and national organizations, businesses and people) who have interest in giving either financial or in-kind contributions in return for recognition, public acknowledgement or other promotional considerations, in understanding the parameters set forth regarding such opportunities.

Additional Objectives for the *Sponsorship Policy* are as follows:

- To ensure that the Township implements a consistent, fair and professional approach towards sponsorships.
- To safeguard the Township's values, image, assets and interests while increasing opportunities for success.
- To ensure that the Township's position and reputation are adequately protected in sponsorship agreements.
- To ensure the best value is obtained and provided in sponsorship arrangements, including any arrangements made where the Township's receives either a cash contribution or an in-kind contribution.
- To increase opportunities for financial support for new or existing programs and events but also to increase the success of local organizations and businesses.
- To protect members and individual officers from allegations of inappropriate dealings or relationships with sponsors.

Section 3: Definitions/Outline of Terms

For the purposes of this *Sponsorship Policy*, the following definitions shall apply:

Forms of Sponsorship

Cash Contribution – A sponsorship received in the form of money.

In-kind Contribution – A sponsorship received in the form of goods or services of value to the Township are received rather than cash; other examples of in-kind contributions include equipment, materials, or labor.

Sponsor – Any local, regional or national organization, business or person that has agreed to contribute money or in-kind support to a Radnor Township program, event, activity, project, facility or any other agreed upon item and in return expects to be given recognition of the support by a return of value such as public acknowledgement, other promotional considerations or the placement of an advertisement on agreed upon space. Such entities can be external companies, non-commercial community organizations, associations, foundations, service clubs, universities, corporations, individuals or other entities.

Sponsorship – Support of a Radnor Township program, event, activity, project, TV program, electronic bulletin board or facility through the provision of cash and/or an in-kind contribution and upon the terms that may be both sought and accepted by us Radnor Township. The *sponsorship* is offered and in return, the sponsor expects to be given recognition of the support by a return of value such as public acknowledgment, other promotional considerations or the placement of an advertisement on agreed upon space. This distinguishes a sponsorship from a *donation*. *Sponsorships* involve an established, ongoing relationship between the sponsor and Radnor Township rather than one-time gift, or donation, to Radnor Township. This policy specifically addresses sponsorships, the process for the procurement of the resources, and the benefits provided in return for securing those resources. All sponsorships must be a mutually agreed upon arrangement.

Sponsorship Application Form - A document consisting of the interested opportunities in which the organization or business has along with an indicated sponsorship level by way of cash or in-kind contribution. The indicated sponsorship level indicates an outline of the sponsor recognition details available in return for the payment of cash or an in-kind contribution, or a combination thereof.

Sponsorship Agreement - A document consisting of the negotiated sponsorship agreement terms between Radnor Township and the organization, business or individual that is developed once the *Sponsorship Application Form* has been submitted, reviewed and details agreed upon. After verbal agreement has been reached with a potential sponsor, the *Sponsorship Agreement* is drafted by Radnor Township staff. It delineates the sponsorship contract relationship; the contribution amount or items along with any other responsibilities of the sponsor; the recognition and benefit details provided to the sponsor; and the applicable term of the sponsorship agreement. The *Sponsorship Agreement* is official once signed by both parties, indicating that the policy details contained within have been reviewed and are understood for compliance.

Sponsorship Advertisement – The temporary marketing benefits of providing a sponsorship - any visual message that consists of words, numbers, or images and is placed on Radnor Township advertising space for the purpose of communicating with the public in exchange for a sponsorship contribution – to be distinguished from a *Commercial Advertisement* which is the sale to any local, regional, and national organizations, businesses and people of advertising space on Township printed materials or property. Unlike a sponsorship, advertising involves the simple purchase by an advertiser of advertising space sold at rates determined by the Township. The purchaser of this space is not entitled to any additional benefits other than those accruing from access to the space purchased.

Commercial Advertisement - Any advertisement other than a government advertisement that is placed on Radnor Township advertising space and has as its primary purpose the promotion or solicitation of commercial transactions. Refers to the sale to any local, regional, and national organizations, businesses and people of advertising space on Township printed materials or property. Involves the simple purchase by an advertiser of advertising space sold at rates determined by the Township. The purchaser of this space is not entitled to any additional benefits other than those accruing from access to the space purchased.

Naming Rights - A naming right is a type of sponsorship in which a local, regional, or national organization, business, or individual purchases the exclusive right to name an asset or venue (e.g., a library building, a park, a sports facility or amenity within or at a facility) for a fixed or indefinite period of time and where such naming is consistent with application to the Township's guidelines and policies. Usually naming rights are considered in a commercial context, which is that the naming right is sold or exchanged for significant financial support and/or other considerations under a long-term arrangement. This arrangement is usually documented in a written agreement signed by the interested parties and has a specified end date to the contractual obligations. All opportunities for naming rights must receive prior approval by the Radnor Township Parks and Recreation Board (for Parks and Recreation Areas) and by the Radnor Township Board of Commissioners.

Radnor Township Property – Radnor Township real estate or personal property, including communication media that Radnor Township manages or controls.

Section 4: Application and Procedures

Example Areas for which Sponsorships are Available (not limited to the following):

- Recreation Program and Community Events – applies to existing and new programs and events
- Recreation Department Seasonal Brochures and Publications
- Recreation Department Banners, Parade Floats, Program Scholarship Programs
- Radnor Television (RTV) Sponsorship/Underwriting for TV Programs and Electronic Bulletin Board
- Township Website and Video on Demand
- Naming of Township Property, Buildings, Meeting Rooms and Structures
- Special Township Projects

For each of the established areas for which sponsorships are available, further guidelines, policies and information may apply.

Sponsorship Selection Criteria/Guidelines for Acceptable Sponsorships

Radnor Township will actively seek opportunities to work with potential sponsors by identifying sponsorship opportunities of shared benefit and which are in keeping with the Township's strategic priorities and core values. Radnor Township welcomes all opportunities to work in such partnerships. Radnor Township sponsorships are evaluated based upon the specific nature of each proposed sponsorship agreement. The Township will not, however, put itself in a position where it might be said that such a partnership has or might have or may be thought to have influenced the Board or its officers in carrying out its statutory functions in order to gain favorable terms from the Board in any business or other agreement. Sponsorships furthermore should not contrast the Township's Conflict of Interest Policy. Radnor Township will retain the right to decline sponsorship from any organization, business or individual or in respect to particular products that we, in our sole discretion consider inappropriate. Broad guidelines are offered in this policy to delineate which types of sponsors and approval levels are currently acceptable for Radnor Township.

The selection criteria used to evaluate a prospective sponsor may include, but shall not be limited to the following:

Consistency of the prospective sponsor's products, customers, and promotional goals with the mission, character, values, interests, and service priorities of Radnor Township. The anticipated public perception and community support of the association of the Township and the prospective sponsor must be a desirable and positive one, and capable of preserving or enhancing the Township's image as an entity that serves all residents of the community equally. Furthermore, it should promote the current priorities, programs and core services of the Township.

Commercial enterprises whose business is the sale or manufacturing of alcohol or tobacco products, sexually related or pornographic products, firearm products or products that are contrary to public health, safety and welfare will not be engaged in sponsorships. Additionally, commercial enterprises or organizations which promote adult entertainment or services, violence, gambling, illegal substances, or other products or services that are contrary to the health, safety and welfare of the Township residents will not be considered unless separately approved by the Radnor Township Board of Commissioners.

The prospective sponsor must not be in violation of any federal, state and local/Township laws, ordinances, codes, policies or procedures.

The prospective sponsor will not impair or diminish the authority of the Township and its responsibilities in respect to any program, event, facility or project that is the subject of the agreement.

Sponsorship agreements must safeguard the Township's assets and interests, and result in benefits to the Township and its residents such as a reduction in costs or a reduced rate.

The prospective sponsor's regard for and demonstrated success in valuing and exemplifying diversity, family friendliness, community involvement and environmental stewardship.

The prospective sponsor's historical participation and association with community projects and events, and continued willingness to participate.

The sponsorship should establish a mutually beneficial relationship for Radnor Township and the prospective sponsor in terms of benefits and recognition. The operating and maintenance costs associated with the proposed sponsorship should also be weighed and evaluated.

All sponsorships must be consistent with the guidelines and procedures set forth in this policy.

Decisions to accept or reject proposed sponsorships will not be made on the basis of the sex, race, color, religion, ancestry, national origin, disability, medical condition, marital status, or sexual orientation of the proposed donor or sponsor.

All potential sponsors may be subject to a background review of the main company sponsor or organization and its subsidiaries. This is performed to determine if the sponsor meets the requirements defined by the parameters set forth in this or is affected by the *Restrictions on Sponsorships* section of the policy.

Radnor Township retains sole discretion to choose sponsors with whom it will associate itself.

Sponsorship Development Process

Sponsorships are arranged primarily through two processes, 1) initiated by Township Staff through a formal or informal *Request for Sponsors* process or 2) self-initiated by the potential sponsor. Prior to seeking or engaging in sponsorship opportunities, this policy must be reviewed and followed by Radnor Township and any organization, business or person interested in pursuing a sponsorship opportunity.

Township Staff can initiate requests for sponsors through the format of written letters by direct mail, sending an email, placing a notice on the website, or by notice in a publication. All sponsorship opportunities must be made available to the public, including posting on the Radnor Township website and by making copies available at the Radnor Township Building in the appropriate public areas and offices. As a database of potential and existing sponsors is developed, notices will be circulated to all registered addresses. A pre-application meeting, or discussion, will be requested with the potential sponsor. For all sponsorships that meet the requirements for the competitive bidding process, the Township's notification procedures for the competitive bidding process will apply.

Interested sponsors are encouraged to reach out to the designated Township personnel to set up a meeting to discuss the interest in sponsorship details. Unsolicited sponsorship proposals received by the Township will be reviewed and evaluated by the relevant Township Department personnel as per the provisions of this policy. The Township reserves the right to reject any unsolicited sponsorships that have been offered and to refuse to enter into agreements for any sponsorships that originally may have been openly solicited by the Township. Should there be more interested sponsors than available sponsorships for a particular Township project, sponsorships will be awarded on a first come, first served basis.

Prospective sponsors must complete the *Sponsorship Opportunities Application* (specific to the applicable Department) and provide as many details as possible, on additional pages if needed, in order to help Township personnel better understand the interest and review the dynamics for consideration. Notwithstanding the foregoing, some prospective sponsors require us to complete an application for sponsorships which will eliminate the use of our *Sponsorship Opportunities Application* and creation of a *Sponsorship Agreement*. Additional information that is needed includes a detailed summary of the organization, business or individual and any other items that would be helpful in order to give Radnor Township further understanding in order to make the best decision possible. This includes items such as publications, website address, references/past sponsor profile, information on scope of

sponsorship interest and anticipated contribution. Upon receipt and review of these items, the corresponding Radnor Township staff member will contact the prospective sponsor to meet and discuss the details, inclusive of the review of this policy. If it is identified that the potential sponsor would be a good fit for an identified project (or more than one project), the Township personnel will verify that all appropriate forms have been issued, reviewed and completed. This includes identifying the specific parameters of the sponsorship with levels and sponsorship contribution details. All details will then be evaluated and a *Sponsorship Agreement* will be drafted, reviewed and signed by both parties. The sponsor may also be required to provide other required items such as a signed indemnification, appropriate certificates of liability insurance naming Radnor Township as the additional insured, and the designated payment or in-kind contribution (note: non-monetary in-kind contribution may not be received until event date, if applicable). Before agreeing to any sponsorship opportunity all financial costs must be identified including the sponsorship equivalent value of any sponsorship in-kind contribution. The Township will use current market research data to calculate the value for each tangible and intangible asset offered by the Township to the sponsor. Costs related to the sponsorship incurred by the Township (maintenance, staffing, materials) will be incorporated into the sponsorship costs. All *Sponsorship Agreements* must be reviewed by the Township's Legal Counsel prior to them being signed by Radnor Township Staff. The sponsorship will commence when both parties sign the *Sponsorship Agreement*.

Sponsorship Opportunities – Levels and Benefits

Sponsorship levels will help decide the cash or in-kind contribution amount given by the prospective sponsor along with the levels of benefits to provide. It is acknowledged that each sponsorship may be individually negotiated with flexibility built into each level so that prospective sponsors can have the ability to negotiate options that will best fit their objectives. Each project will establish its own levels that will assist in guiding equity in exchanges across sponsorship arrangements. Every attempt will be made to yield equal levels of benefits for potential sponsors. It is important to note that these values may be very different and not all levels will necessarily be used in each sponsorship opportunity. Radnor Township should not commence sponsorships unless the total value it receives is greater than or if determined permissible, subsidizes its real costs. Project-specific levels and amounts should be designed for each opportunity before sponsorships are procured within the approved sponsorship opportunity and be based on the benefits available and values specific to the project. The sponsorship opportunity levels and benefits will continue to evolve commensurate with that of Township's projects and opportunities.

Sponsor Recognition and Benefits

Radnor Township's recognition of a sponsor is a privilege and honor given to indicate Radnor Township's appreciation for the sponsor's support of its programs, projects, events, facilities, and so forth. Sponsorships will be acknowledged with recognition or marketing opportunities commensurate with the relative value of the sponsorship to Radnor Township. Radnor Township will consider requests for sponsor recognition, but will not be obligated to accept any particular request. Radnor Township will determine on a case-by-case basis what recognition or marketing opportunities are appropriate. In all cases, a sponsor's preferred form of recognition or marketing opportunity will be weighed against Radnor Township's policies. The recognition and marketing opportunities deemed appropriate will be determined in the *Sponsorship Agreement*.

Radnor Township reserves the right to determine all details of sponsor recognition, including the placement and display of the sponsor's logo on promotional materials. Radnor Township will produce all recognition material, and a sponsor will have no design or content approval rights, other than to approve the use of its logo. Radnor Township will agree with the sponsor the nature and content of the publicity and will retain the right to approve all sponsorship advertising material. Consideration will be given that the sponsorship advertising is appropriate to the target audience. While every effort will be made to ensure the accuracy of sponsorship advertisements, Radnor Township cannot accept any liability for errors and omissions. Furthermore, acceptance of sponsorship advertising does not imply endorsement of products and services by Radnor Township.

Sponsorship advertising must not compromise the visual impact as applied in any forms, namely to outdoor park facilities, indoor facilities, other property, website, TV programs or electronic bulletin board. Sponsorship advertising devices must not impact the quality and integrity of Radnor Township's properties, buildings, streetscape, and provide no added risks to safety.

All forms of sponsorship advertising must comply with the Township's ordinances and codes related to signage and advertising along with any additional policies that are developed.

Radnor Township, inclusive of all of its Department's names and logos may not be used as part of any official endorsement of a sponsor's product, service, or company.

Recognition and Sponsorship Advertising Opportunities may include, but are not limited to the following:

- Recognition of sponsor on promotional materials or printed materials (for example, brochures, posters, or t-shirts).
- Recognition of sponsor on Township space (for example, television programs, website and electronic bulletin board).
- Recognition of sponsor in media releases (for example, local newspapers or community e-newsletters).
- Onsite promotion and recognition at events or programs (for example, banner display and announcements).
- Booth space at events or programs.
- Mass exposure to community members.
- Printed materials or promotions available in Township public spaces.

For more information, please refer to the sponsorship level details found in the *Sponsorship Opportunities Packet*.

For all sponsorship advertisements, the details may be specific to each sponsorship agreement, are detailed in the *Sponsorship Agreement*, and are in compliance with this policy (unless otherwise determined by the Radnor Township Board of Commissioners).

Section 5: Administrative Requirements and Authorities

Radnor Township may actively solicit proposals for sponsorships, including naming rights for municipal facilities while maintaining control over the planning and delivery of the sponsorship program. Each Department will be responsible for assigning its own designee who will manage all corresponding details related to sponsorship activity. Each Radnor Township Department and its corresponding designee are responsible for soliciting, negotiating and administering sponsorship agreements relative to their area of the Township. This person will be required to recommend negotiated sponsorship agreements that will be subject to final approval by the Township Manager and the Township Legal Counsel. Each Department's corresponding designee is responsible for making sure that every sponsorship is in accord with the parameters of this policy unless determined otherwise by the Radnor Township Board of Commissioners. This includes ensuring that each sponsorship complies with and adheres to the respective sponsorship criteria, that appropriate consultation and approval authorities are respected, and where applicable, that insurance, indemnification, background checks, and permits have been obtained.

All final approvals to accept a naming rights agreement, including the renaming of Township property, buildings and structures, regardless of dollar amount, must be authorized by the Radnor Township Parks and Recreation Board (for Parks and Recreation areas) and the Radnor Township Board of Commissioners by Township ordinance and through a public and formal approval process with contract signature by the Board's Chairperson.

Radnor Township may, at its discretion, bring any sponsorship proposals to the Board of Commissioners for their approval even if they do not meet the guidelines of this policy. The Board may also consider any proposal or direct staff to pursue any opportunities for sponsorship that do not strictly adhere to this policy. The Township Manager and the Township's Legal Counsel will determine when it is appropriate to seek the authority of the Radnor Township Board of Commissioners prior to signing a *Sponsorship Agreement*.

The designated staff person for each Department is responsible for maintaining a database of all sponsorship contributions and for issuing, and placing on Township file, a written acknowledgement in the form of a *Sponsorship Agreement* for each sponsor. The designated staff person for each Department will keep an updated list of all potential and active sponsors and their corresponding contact information; a list of all potential and current projects; and establish an organized system for storing all agreements and forms. The purpose of maintaining a database of all potential and active sponsors will help limit duplicate solicitations of one sponsor; allow personnel to keep track of the sponsor's history; allow personnel to work together reduce duplicate solicitations or determine appropriateness for duplicating them; make decisions based on most appropriate solicitations and levels of benefits offered; and help provide leads for new sponsorships, if appropriate. The Department staff designated to administer sponsorship agreements shall meet as needed to review the database, exchange current contract details, and recommend adjusting benefit levels and policy as needed.

Section 6: Sponsorship Agreements

All Sponsorship Agreements are subject to final approval by the Township Manager and if necessary the Township Legal Counsel. Radnor Township, in its sole discretion, reserves the right to reject any submitted proposals for sponsorships. Radnor Township reserves the right to suspend or terminate a sponsorship agreement should conditions arise during the life of that sponsorship that results in the sponsorship conflicting with this policy, or if it is determined that the sponsorship is no longer in the best interests of the Township, or if the agreement no longer satisfies the selection criteria by which the sponsorship was initially evaluated and approved.

By entering into a Sponsorship Agreement, Radnor Township does not limit its ability to engage in any other sponsorships or to enter into Sponsorship Agreements with similar sponsors – unless exclusivity is agreed upon with a sponsor regarding a particular project and it is clearly indicated in the *Sponsorship Agreement*.

All *Sponsorship Agreements* shall be evaluated at the conclusion of their term to determine continued benefit if so desired by both parties. Contracted sponsors may receive *first right of refusal* to renew as a sponsor of the same Township project at the same level or higher (if available) and the benefits and consideration of the sponsorship will be renegotiated as necessary.

Sponsors will not receive extra consideration with respect to any Radnor Township procurement, any regulatory activities of the Township, or other Township business by providing sponsorship. No Township employee or other Township official is authorized to offer any such extra consideration to a sponsor. The sponsorship relationship must also not cause a Township employee or official to receive any product, service or assets for personal gain or use.