Sponsorship & Naming Rights Policy

The Town of Liberty will seek sponsors that further the Town's mission by providing monetary or in-kind support for the Town in a manner that respects the noncommercial nature of Town property and services. The public's trust, including the public's perception of the Town's fairness and impartiality, and the Town's reputation (sometimes collectively referred to as 'public trust') may be damaged by sponsorships/naming rights that are aesthetically displeasing, politically oriented, inconsistent with the Town's public mission and core services, or otherwise inappropriate for, or offensive to, the audience or segments of its citizenry. Therefore, the Town of Liberty permits sponsorship of certain Town property, facilities, events, activities, programs and services (collectively 'facilities and services') in limited circumstances. The Town maintains its sponsorship/naming rights program as a nonpublic forum and exercises sole discretion over who is eligible to become a sponsor based on the terms of this policy and other applicable legal standards.

Whenever possible, sponsorships/naming rights should be linked to a specific Town facility or service. The Town will neither seek nor accept sponsors that manufacture or provide services or products or take positions inconsistent with local, state or federal law or with Town policies, positions or resolutions. The establishment of a sponsorship does not constitute an endorsement by the Town of the sponsor, its organization, products or services.

This policy sets the standards, guidelines and approval criteria for solicitation, consideration and acceptance of sponsorships/naming rights. This policy is designed to protect the mission, image and values of the Town of Liberty, to protect the image and value of its facilities and services, to protect the Town from risk and to uphold the Town's stewardship role to safeguard Town assets and interests. No sponsorship shall be approved that will compromise or damage the public trust or conflict with or compromise the Town's reputation, mission, image, values or aesthetic interests. Sponsorships agreements must conform to all ordinances established by the Town prior to and during the life of the agreement.

This policy is also designed to:

1. Ensure an open and fair public process for soliciting and considering sponsorship/naming rights opportunities;

2. Provide the Town of Liberty with full and final decision-making authority on any sponsorship/naming rights opportunities, thus protecting its integrity and the integrity of its facilities and services;

3. Allow eligible outside entities interested in sponsorship/naming rights opportunities ('potential sponsors') to easily view and understand the various sponsorship/naming rights opportunities available;

4. Help potential sponsors, Town staff and the public to better understand the procedures for sponsorship/name rights.

Definition of Sponsorship

'Sponsorship' is financial or in-kind support from an outside person or entity, including other governmental or quasi-governmental organizations, (collectively "outside entity') to associate outside entity's name, logo,

products or services with a Town facility or service. Sponsorship is a business relationship in which the Town and the outside entity exchange goods, services and/or financial remuneration for the public display of an agreed-upon sponsorship recognition message.

Authority Levels to Solicit and Approve Sponsorships

The Town of Liberty possesses sole and final decision-making authority for determining the appropriateness of a sponsorship. Unless a naming rights opportunity requires Town Council approval, the Town shall act through its Town Manager, or designee(s). The Town has and reserves the right to refuse any offer of sponsorship. All offers of sponsorship will be reviewed in accordance with this policy.

The Town Manager is responsible for the solicitation and management of all sponsorships and advertising for the Town unless designated otherwise. He or she will work with other departments to determine what facilities and services are suitable for sponsorship.

The Town has a standard procedure by which sponsorships are sought, considered, and approved. The Town Manager, Assistant Town Manager , and Department Directors are the primary Town staff authorized to initiate contact with businesses for the purpose of soliciting sponsorships and/or donations. Any Town staff member who wishes to request sponsorships or donations from a local business must coordinate such requests with the Town Manager, Assistant Town Manager, or appropriate Department Director. Requests shall be evaluated according to several factors, including but not limited to the structure and popularity of the event, potential benefit to businesses, concurrent sponsorship demands, etc. In the event the decision is made to solicit sponsors and/or donations, the Town Manager, Assistant Town Manager, or appropriate Department Director will work with the respective staff member to develop and implement a sponsorship plan.

Levels of Sponsorship

- **LEVEL 1**, *Council Approval Required*

  Offers of sponsorship that involve whole or partial naming rights for any Town facility shall require the approval of the Town Council.

- **LEVEL 2**, *Town Manager Approval*

  Permitted offers of sponsorship not involving naming rights may be approved by the Town Manager or designee (referred to hereafter as 'manager'). All Sponsorship Agreements projected to generate $5,000 or more per year shall be approved by the Town Manager.

- **LEVEL 3**, *Department Director / Departmental Staff Approval Permitted*

  A department director may approve offers of sponsorship and execute Sponsorship Agreements or delegate the authority for sponsorships that are within the director's authority and are projected to generate less than $5,000 per year to an appropriate staff member (also referred to as 'manager'). All such approvals shall be in consultation with the department director.

Note: Naming rights may also be permitted to an individual, group, organizations, business and/or corporation who contributes significantly to the acquisition or development of an individual program or facility. These requests will be considered on a case-by-case basis.

Criteria for Review of Sponsors and Offers of Sponsorship

The Town of Liberty maintains its sponsorship program as a nonpublic forum and exercises sole discretion over who is eligible to become a sponsor according to the terms of this policy and other applicable legal standards. Although the Town recognizes and confirms that entering into a sponsorship agreement is not an endorsement of that sponsor or its services or products, sponsorships do imply some affiliation between the Town and the sponsor. Such perceived affiliation can affect the public trust and the Town's ability to govern equitably, efficiently and effectively. Therefore, no potential sponsor and no offer of sponsorship will be approved that might compromise the public trust or the public's perception of the Town's ability to act in the public interest, or that the Town deems might have a negative impact on its mission, image or values. The Town also intends to preserve its right and discretion to exercise full editorial control over the placement, content, appearance, and wording of all sponsorship recognition messages. The Town may make distinctions on the appropriateness of sponsors on the basis of the sponsorship recognition message but not on the potential sponsor's viewpoint.

Sponsorships and outside entities that the Town deems to be unsuitable for the specific audience or contrary to the community standards of appropriateness for the facility or service are prohibited, including, **but not necessarily limited to** the following subject matters:

1. Tobacco products.
2. Hemp/CBD products.
3. Political and policy issues, candidates, and campaigns.
4. Profanity, obscenity, and hate speech.
5. Sexually oriented products, activities, or materials.
6. Depiction in any form of illegal products, activities, or materials.

Every sponsorship offer shall also be evaluated by taking into consideration the personalities and characteristics of the average attendee of each facility or service proposed for sponsorship and the mission, values, and image of the Town.

The following criteria shall also be considered in evaluating every offer:

1. The extent and prominence of the sponsorship recognition message.
2. The aesthetic characteristics of the sponsorship recognition message.
3. The importance of the sponsorship to the mission, values and image of the Town.
4. The level of support proposed to be provided by the sponsor.
5. The cooperation necessary and degree of support from other Town departments to implement the sponsorship.
6. The value of the resources that is provided to the Town in fulfilling its overall mission.
7. Other factors that might affect or undermine the public trust or public confidence in the Town's impartiality or interfere with the efficient delivery of Town services or operations, including, but not limited to, the existence of, or possibility for, conflicts of interest between the sponsor and Town officers, employees, or Town affiliates; the potential for the sponsorship to tarnish the

Town's reputation or standing among its citizens, or the potential to otherwise impair the ability of Town to govern its citizens, or distract the Town and its officers and employees from its mission

Potentially Acceptable Recognition Message Formats

Generally used forms of branding and advertising including, but not limited to, those set forth below, are generally consistent with this policy:

- Park and building naming rights, as approved by the Town Council;
- Field and portions of building naming rights, in accordance with this policy;
- Signage including:
  - Fencing fabric and/or fence signage
  - Certain interior and exterior walls
- Scoreboards;
- PA audio and visual messages;
- Inclusion on printed and digital materials of the Town;
- Inclusion on Town maintained facility webpages;
- Inclusion on bulletin boards;
- Inclusion on information kiosks;
- Inclusion on pavers or other similar permanent fixtures;
- Inclusion on Town social media platforms;
- Inclusion on Town roadside banners;
- Inclusion on event print signage;
- Inclusion in or on a facility or structure, marketing and promotional materials, items, and messages (including electronic messages, new media and other forms of communication that may arise in the future) may be added on a case-by-case basis.

Permissible Recognition Messages

Sponsorship recognition messages may identify the sponsor or product, including the use of sponsor or product logos and marks, but should not endorse the sponsor or its products or services. Other proposed forms of sponsorship recognition messages, signage and visible advertising will be considered on a case-by-case basis, consistent with this policy

Other Potentially Acceptable Sponsor Opportunities

Potential sponsor opportunities that are more interactive than the permissible recognition messages described above may also be permissible for certain facilities or services under this policy. These include, but are not limited to:

- Give away items, coupons, or other sponsor-related marketing materials;
- Event booth space;
- Contests, drawings or other activities that request a response.

Sponsorship Agreement

Upon approval of an offer of sponsorship, the sponsor and Town shall enter into a Sponsorship Agreement. To secure a sponsorship, each sponsor will fill out a sponsorship agreement. The Town Manager, Assistant Town Manager, Department Director, or manager will provide each sponsor with all the forms needed for their respective sponsorships.

The Town will not make any statements that directly or indirectly advocate or endorse a sponsor, their products, or services.

Sponsors are encouraged to use promotional materials provided by the Town to promote their sponsorship of various events. No other materials or communications including, but not limited to print, video, internet, broadcast, or display items using the Town's name, marks, or logo should be used without approval from the Town. A sponsor should never distort the Town logo in any way, change the colors of the logo, add color treatments, or add graphics or other elements to the logo. This includes stretching or condensing the shapes or the text.

Termination

The Town of Liberty reserves the right to terminate its relationship with an individual or organization should conditions arise during the life of the agreement that result in the sponsorship or naming rights conflicting with this policy or if it is no longer in the best interest of the Town of Liberty.

Appeal Process

Offers of sponsorship denied by a manager may be appealed to the Town Manager whose decision shall be final.