

# SPONSORSHIP POLICY AND APPLICATION

TOWN OF EASTON

DEPARTMENT OF HEALTH & COMMUNITY SERVICES

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## APPLICATION CHECKLIST

- IDENTIFY SPONSORSHIP LEVEL
- SIGN POLICY AGREEMENT
- SEND COMPLETED PACKET THE TO  
OFFICE OF COMMUNITY ENGAGEMENT  
& PROGRAMMING VIA EMAIL/MAIL
- APPROVAL OF APPLICATION, REQUEST  
OF LOGO/CONTENT, AND PAYMENT  
COORDINATED

## Sponsorship Options

*See examples of marketing opportunities below*

### 0 \$2,000 - Platinum Business Sponsor:

- ❖ Presenting Event sponsor at annual Children's Races (6) & Egg Hunt. Prominent Event Signage as Presenting sponsor.
- ❖ A REC Team named after your business with name placement on uniforms and in family welcome letters.
- ❖ Premium 3' x 5" Banner displayed at a displayed at a local park/recreation facility for 3 seasons.
- ❖ Ad displayed in each REC brochure for the year (4 issues)

### 0 \$1,500 - Gold Business Sponsor:

- ❖ Event sponsor at Children's Races (6). Including event signage and acknowledgement promotional materials.
- ❖ A REC Team naming and branding on uniforms and in family welcome letters.
- ❖ Premium 3' x 5" Banner displayed at a displayed at a local park for 2 seasons.
- ❖ Ad displayed in REC brochure (3 issues).

### 0 \$1,000 - Silver Business Sponsor:

- ❖ A 3' x 5" Banner displayed at a local park or recreation facility for 1 season.
- ❖ A REC Team named after your business with name placement on uniforms and in family welcome letters.
- ❖ Ad displayed in a seasonal issue of the REC brochure (1 issue).

### 0 \$500 - Bronze Business Sponsor:

- ❖ A 3' x 5" Banner displayed at a Recreation facility for 1 season.

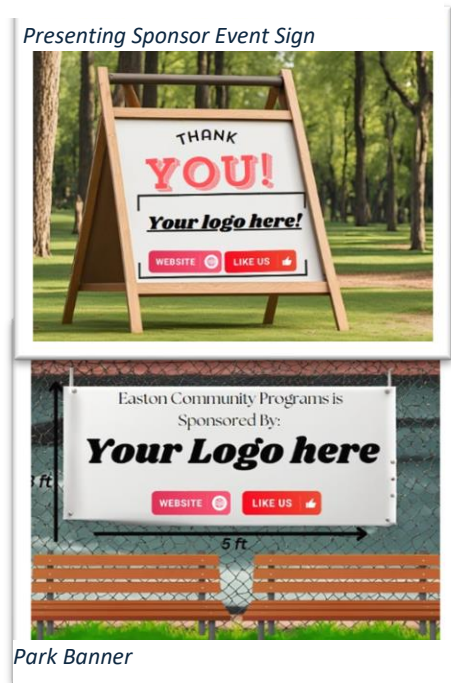
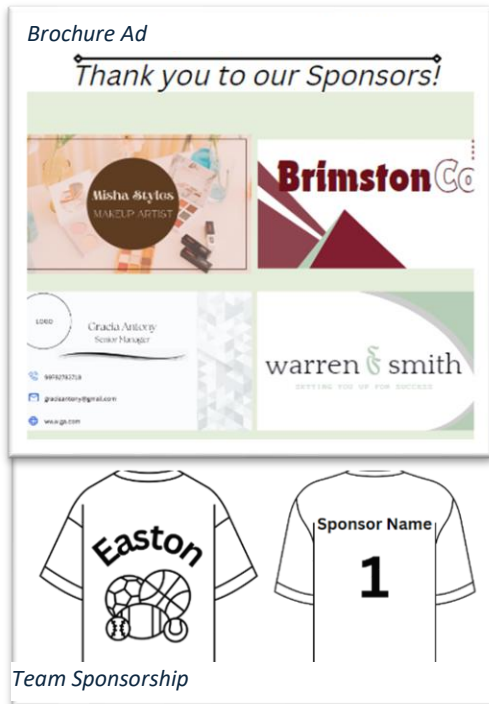
### 0 \$350 - Home Team Partner:

- ❖ A REC Team named after your business with name placement on uniforms. Branding in our Welcome Letters to all participants/parents.

### 0 \$250 - Advertising Partner:

- ❖ Ad displayed in a seasonal issue of the REC brochure.

*Presenting Sponsor Event Sign*



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## *Sponsorship Policy*

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### **I. INTRODUCTION**

The Town of Easton allows sponsorship or advertising in exchange for a fee on, in, or in connection with designated Town-owned properties, facilities, events, activities, programs and services (collectively, “Town property”), in limited circumstances, subject to Town approval and consistent with governing law and all Town bylaws, rules, regulations, and other policies.

The purpose of this Policy is to establish a procedure for the acceptance of sponsorships by the Town, and to set forth general guidelines that must be adhered to with respect to utilization of Town property. This procedure will ensure an open and fair public process for soliciting and considering sponsorship opportunities. It provides the Town of Easton with full and final decision-making authority on any sponsorship or advertising opportunity. Questions regarding this Policy should be directed to the Town Administrator. These guidelines may be supplemented by more specific administrative procedures and rules as may be issued. Furthermore, this Policy is meant to be read in conjunction with all other applicable policies and procedures of the Town of Easton.

“*Sponsorship*” for purposes of this policy means financial or in-kind support from an outside person or entity, including other governmental or quasi-governmental organizations, (collectively “outside entity”) to associate the outside entity’s name, logo, products, or services with Town property. 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.

### **II. POLICY**

1. The Town 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. The Town maintains its sponsorship program as a nonpublic forum and exercises sole discretion over who is eligible to become a sponsor.
2. Whenever possible, sponsorships should be linked to a specific Town property or programs. 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.

3. All procurement relevant to sponsorships must comply with Massachusetts General Laws Chapter 30B, a.k.a. the Uniform Procurement Act.
4. Offers of sponsorship that are for terms of more than three years shall require the approval of the Town Meeting.
5. Naming rights are reserved exclusively for Select Board consideration and subsequent Town Meeting approval.
6. All grants or gifts of funds or tangible personal property to the Town shall be accounted for in accordance with Massachusetts General Laws Chapter 44, Sections 53A and 53A½.
7. The Town Administrator or designee shall keep a list of all sponsorships.
8. Sponsorships are decided on a first-come, first-served basis and dependent on timing and availability.

### **III. Authority**

Sponsorships The Town possesses sole and final decision-making authority for determining the appropriateness of a sponsorship. The Town shall act through its Town Administrator or his/her designee(s) on financial or in-kind support up to \$5,000. All sponsorships over \$5,000 require Select Board approval. The Town has and reserves the right to refuse any offer of funds. All offers of sponsorships will be reviewed in accordance with this Policy.

Each Department Head, in consultation with the Town Administrator, shall be responsible for determining the Town property or program for which his or her department is responsible that is suitable for sponsorship.

The Town Administrator may adopt standard procedures by which sponsorships are sought, considered, and approved.

### **IV. Criteria for Review**

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 Town property are prohibited, including those implicating the following subject matters:

1. Profane, obscene, or vulgar language or content or hate speech;

2. Content that promotes, fosters or perpetuates discrimination on the basis of race, color, gender, gender identity, national origin, religion, ancestry, age, sexual orientation, disability, pregnancy or pregnancy-related conditions, genetic information, or military status, or any other category protected under the state and federal anti-discrimination laws;
3. Content that is threatening;
4. Sexually oriented products, activities, content, or materials, and establishments that sell or promote these products, activities, content, or materials, including but not limited to adult entertainment establishments.
5. Depiction in any form of illegal products, activities or materials, or promotion of illegal or adult activity;
6. Content that violates a legal ownership interest of any other party;
7. Alcoholic beverages, and establishments that are licensed to sell and primarily do sell alcoholic beverages, including but not limited to bars; provided, however, that food service establishments or places of lodging may be authorized as sponsors when the sale of alcohol is incidental to its provision of food service or lodging. Limited sponsorships that include alcohol pouring rights may be considered for events or facilities at which alcoholic beverages are sold;
8. Tobacco or marijuana products, and establishments that sell tobacco or marijuana products, including but not limited to licensed marijuana establishments; provided, however, that retail stores and similar establishments may be authorized as sponsors when the sale of tobacco products is incidental to its sale of other goods or merchandise;
9. Political and policy issues, candidates, and campaigns; and
10. Any message that may adversely impact the mission, image and values and goals of the Town.

The following additional criteria shall also be considered in evaluating every sponsorship opportunity or offer:

11. The extent and prominence of the sponsorship recognition message;
12. The aesthetic characteristics of the sponsorship recognition message;
13. The importance of the sponsorship to the mission, values and image of the Town;
14. The level of support proposed to be provided by the sponsor;
15. The cooperation necessary and degree of support from other Town departments to implement the sponsorship;
16. The value of the resources that is provided to the Town in fulfilling its overall mission; and
17. 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, Town employees, or Town affiliates; the potential for the sponsorship to tarnish the Town's reputation or standing among its citizens; or the potential for the sponsorship to otherwise

impair the ability of Town to govern its citizens, or distract the Town and its officers and employees from its mission.

## V. 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 promote or endorse the sponsor or its products or services. Except as otherwise permitted herein, statements that advocate, contain price information or an indication of associated savings or value, request a response, or contain comparative or qualitative descriptions of products, service, or organizations will not be accepted.

Other proposed forms of sponsorship recognition messages, other signage and other visible advertising will be considered on a case-by-case basis, consistent with this Policy.

## VI. Sponsorship Agreement

Upon approval of an offer of sponsorship, the sponsor and the Town shall enter into a Sponsorship Agreement. The Town will not make any statements that directly or indirectly advocate or endorse a sponsor, its products, or services. No materials or communications, including but not limited to print, video, internet, broadcast, or display items developed to promote or communicate the sponsorship using the Town's name, marks, or logo, may be issued without written approval from the Town Administrator or his/her designee(s). Sponsor hereby releases the Town from any claims or liability associated with said sponsorship.

_____	_____	_____
Name	Date	Business Name
_____	_____	_____
Business Address	Email Address	Phone number
_____		
Signature		