

GUIDELINES FOR THE SPONSORSHIP OF THE NAME OF SELECTED PUBLIC FACILITIES

City of Fort Pierce, Florida

Purpose

The purpose of these guidelines is to establish a systematic and consistent approach for the sponsorship of the name of selected public facilities in the City of Fort Pierce, including an enterprise fund facility (a fee is charged to external users for goods or services), park, object, location, program, or event.

The distinctive characteristic for this type of naming rights is that the buyer gets a marketing property to promote products and services, promote customer retention and/or increase market share for a defined period of time consisting of a minimum of 5 years and a maximum of 20 years and for a specific amount of money.

Names can be as a presenting sponsor, which attaches the name to the traditional name, or as a title sponsor, which replaces the original name with the sponsored one. The purchaser of the naming rights may choose to donate those rights to an outside organization that is approved by following these guidelines.

Sections within the overall facility, specialized areas, or amenities may be separately sponsored and have a name different from that of the larger facility.

Objectives

- Ensure that given names to these facilities are consistent with the values and character of the City.
- Encourage public input opportunities for the sponsorship of these facilities.
- Provide an opportunity for the City to enter into sponsorship agreements for the purpose of optimizing non-tax revenue sources. City staff may solicit such sponsorship agreements. Sponsorships must be paid in full per the agreement.
- Sponsors may be a Corporate entity, or any entity or individual that would benefit from this marketing approach.
- The City will not relinquish to the sponsor any aspect of the City's right to manage and control the City's assets or facilities.
- All sponsorship agreements are to be reviewed by the City Attorney's office prior to finalization to ensure that the City's legal interests are protected.

Criteria

The practice of the City of Fort Pierce is to name these facilities through an adopted process utilizing the above objectives, emphasizing community values and character, local and national history, geography, the environment, civics, and service to the City of Fort Pierce. Therefore, the following criteria shall be used in determining the appropriateness of the sponsored naming designation:

- The following industries and products are not eligible for sponsorships: police-regulated businesses; faith-based and political organizations; companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or adult use of a sexual nature.
- All advertising designs will be reviewed in detail and must comply with City standards to be approved. The following standards for advertising are examples of what will not be displayed:

- If false, misleading or deceptive.
- Relates to an illegal activity.
- Is explicit sexual material, obscene material, or material harmful to minors.
- Advertises tobacco products.
- Includes language, which is obscene, vulgar, profane, or scatological.
- Depicts violence and/or anti-social behavior.
- Is specific to religious or political beliefs.
- The sponsorship program does not apply to:
 - Philanthropic contributions, gifts, grants, or unsolicited donations in which no commercial and/or marketing benefits of being associated with one or more of the City's activities are granted to the sponsor.
 - Funding obtained from other governmental entities through formal grant programs.
 - City sponsorship support of external projects where the City provides funds to an outside organization.
 - In-kind contributions or monetary contributions from independent foundations or registered charitable organizations through their granting or giving programs.
 - In-kind contributions or monetary contributions from entities making such contributions with funds made available to them by the City.
 - Rent fees, and/or other compensation received by the City from third parties who lease, license, or use City property for their own activities, including, but not limited to, the use of City recreational facilities by athletic organizations.

Procedures

The steps to sponsor the name of a selected public facility include but are not limited to:

1. Initiation of a request for applications to sponsor. This can be initiated by the City of Fort Pierce (including organizations within), or by a potential sponsor.
2. Review of the application and confirmation that all objectives and criteria above are met by the **Parks Committee**. Initiate a call for sponsors if deemed appropriate with a deadline for submission of applications within **14 days**.
3. Applications submitted to the City Clerk for each nomination by potential sponsors.
4. Review of applications from potential sponsors by the Parks Committee with a recommendation according to Objectives and Criteria above. **City Attorney? Others?**
5. All vetted applications posted on the City website (and other social media?) for public review and comment for 14 days to ensure public input. A News Release will announce this availability.
6. All vetted applications presented to the **Commissioners** with notes from the review.
7. Commissioners discuss these applications during a Conference Agenda meeting. The Commission may accept or reject the Committee recommendations. In the latter event, the Commission shall refer the call for applications back to the Committee or decide to not move forward at all. In the event that there is only one application to be considered, the City Manager may choose to forgo this step and move directly to step 8.
8. **Commissioners approve/deny an application by vote at a Commission Meeting. If approved, final agreement will be produced and executed by the City Attorney.**