



staff report

TO: Honorable Mayor and Members of the City Council

ATTENTION: Jeffrey L. Stewart, City Manager

FROM: P.J. Mellana, Director of Parks and Recreation

SUBJECT: Consideration and possible action to adopt Resolution No. 16-XX – A Resolution establishing policies and procedures for Parks and Recreation sponsorship and advertising programs and rescinding Resolution No. 15-01.

DATE: April 25, 2016

EXECUTIVE SUMMARY

On January 15, 2015, the City Council adopted Resolution No. 15-01 establishing, for the first time, policies and procedures for Parks and Recreation Sponsorship and Advertising Programs. The proposed resolution and revisions to the original policies and procedures will strengthen the language and processes, in addition to adding language that addresses the Department of Parks and Recreation's longstanding Bellflower Boulevard Banner Program through which both City programs and community organizations have utilized in the past for advertising.

RECOMMENDATION TO CITY COUNCIL

- 1) Adopt Resolution No. 16-XX; or
- 2) Alternatively, discuss and take other action related to this item.

FISCAL IMPACT

Anticipated sponsorship and advertisement levels average between \$35,000 and \$45,000 in revenue and in-kind products and services. As the City continues growing and developing these programs, that level is anticipated to increase.

DISCUSSION

As Parks and Recreation programming and events continue to return from the past economic hardships, and as our park system and facilities continue to grow, it is important that the City continue to balance that evolution and growth with a more sustainable financial model. Over the years the City has achieved this through sponsorships for a few programs, but last year the City began to develop more sponsorship and advertising programs as opportunities arose following the policies and procedures approved by the City Council with Resolution No. 15-01.

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The revisions made to the language in the policies and procedures strengthen the language while eliminating ambiguity. The revisions also add language to incorporate the Bellflower Boulevard Banner Program, providing the formal framework to guide staff in what was formerly an informal program with informal policies.

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CITY OF BELLFLOWER
RESOLUTION NO. 16-XX

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY
OF BELLFLOWER ESTABLISHING POLICIES AND
PROCEDURES FOR PARKS AND RECREATION
SPONSORSHIP AND ADVERTISING PROGRAMS AND
RESCINDING RESOLUTION NO. 15-01.**

THE CITY COUNCIL RESOLVES AS FOLLOWS:

SECTION 1. The City Council finds and declares as follows:

- A. During past economic hardships, the City of Bellflower was forced to make cutbacks in Parks and Recreation programming;
- B. As the economy has recovered, programming and events have been phased back into the budget;
- C. The City of Bellflower is constantly looking for new and innovative opportunities to fund programming and events benefitting the community;
- D. There are many opportunities and benefits to be gained from the City of Bellflower's Parks and Recreation Department collaborating with private and public entities for monetary, in-kind (product and/or services), and capital contributions benefitting the City through sponsorships and advertising programs;
- E. The City Council wishes to establish the formal framework to guide staff in further developing sponsorship and advertising programs, enabling staff to seek new and innovative opportunities to fund programs and events;
- F. The City's acceptance of sponsorships and advertising in accordance with these policies and procedures does not provide or create a general public forum for expressive activities. In keeping with its proprietary function as a provider of parks and recreation operations, the City does not intend its acceptance of sponsorships and advertising to convert its facilities and program and event marketing into open public forums for public discourse and debate. Rather, the City's fundamental purpose and intent is to accept advertising as an additional means of generating revenue to supplement the City's General Fund including, without limitation, parks and recreation operations. In furtherance of that focused and limited objective, the City retains plenary control over the nature of the advertisements accepted for posting on or in its facilities and program and event marketing; its sponsorship and advertising space is intended to be, and is, a limited public forum;

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Resolution No. 16-XX
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1. The City Council adopts this Resolution with reference to well-established law supporting the City's ability to restrict advertising and sponsorships when acting in its proprietary capacity. Such cases include, without limitation, *Reed v. Town of Gilbert* (2015) ___ U.S. ___, 135 S. Ct. 2218, 2232 ("on public property, the [City] may go a long way toward entirely forbidding the posting of signs, so long as it does so in an evenhanded, content-neutral manner"); *Heffron v. ISKCON* (1981) 452 U.S. 640; *Lehman v. Shaker Heights* (1977) 418 U.S. 298; *Children of the Rosary v. Phoenix* (9th Cir. 1998) 154 F.3d 972; *Page v. Lexington County School Dist. One* (4th Cir. 2008) 531 F.3d 275;
2. The City Council's primary purpose in adopting this Resolution is to generate revenue by making designated advertising space available for commercial advertising while providing a safe, convenient, and pleasant environment for City residents and avoiding any potential City endorsement of the content or viewpoint of advertisements; and
3. In adopting this Resolution, the City is acting as a proprietor not as a regulator. The City does not intend to permit, and will not permit, any advertisement that individually or in combination with other advertisements would cause any designated advertising space to become a public forum.

SECTION 2. This Resolution is exempt from review under the California Environmental Quality Act (Public Resources Code §§ 21000, *et seq.*, "CEQA") and the regulations promulgated thereunder (14 California Code of Regulations §§ 15000, *et seq.*, the "CEQA Guidelines") because it constitutes an organizational or administrative activity of the City that will not result in direct or indirect physical changes in the environment. Accordingly, it is not a "project" that has the potential to cause significant physical effects on the environment and is not subject to CEQA pursuant to CEQA Guidelines §§ 15061 and 15378.

SECTION 3. The "Parks and Recreation Sponsorship and Advertising Program Policy" attached as Exhibit "A," and incorporated by reference, is adopted (the "Policy"). The City Manager, or designee, is authorized to implement the Policy and to promulgate such additional, procedural, policies that are needed for such implementation.

SECTION 4. *Reliance On Record.* Each and every one of the findings and determinations in this Resolution are based on the competent and substantial evidence, both oral and written, contained in the entire record relating to the project. The findings and determinations constitute the independent findings and determinations of the City Council in all respects and are fully and completely supported by substantial evidence in the record as a whole.

SECTION 5. *Effective Date.* This Resolution will become effective immediately upon adoption and remain effective until superseded by a subsequent resolution. Resolution No. 15-01, adopted January 15, 2015, is superseded in its entirety by this Resolution.

SECTION 6. The Mayor, or presiding officer, is hereby authorized to affix his signature to this Resolution signifying its adoption by the City Council of the City of Bellflower, and the City Clerk, or her duly appointed deputy, is directed to attest thereto.

PASSED, APPROVED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF BELLFLOWER THIS _____ DAY OF _____ 20__.

Dan Koops, Mayor

Attest:

Mayra Ochiqi, City Clerk

APPROVED AS TO FORM:

Karl H. Berger, City Attorney

EXHIBIT A
Policies and Procedures
Parks and Recreation Sponsorship and Advertising Programs

1. **Name and Purpose.**

- a) *Name.* This Policy may be referred to as the City's "Parks and Recreation Sponsorship and Advertising Program Policy"
- b) *Purpose.* To provide Parks and Recreation Department personnel with the formal framework to further develop sponsorship and advertising programs previously established over the years and to seek out new opportunities for sponsorship and advertising programs directly supporting and/or benefitting City and Parks and Recreation facilities, programs, events, services and/or activities; and

To generate revenue by making designated advertising space available for commercial advertising while providing a safe, convenient, and pleasant environment for City residents and avoiding any potential City endorsement of the content or viewpoint of advertisements.

- c) *Not a Public Forum.* In approving this Policy, the City is acting as a proprietor not as a regulator. The City does not intend to permit, and will not permit, any advertisement that individually or in combination with other advertisements would cause any designated advertising space to become a traditional or designated public forum.
- d) *Revenue Enhancement.* While some of the City's Parks and Recreation operations are funded with federal and state monies (in the form of grants and gas taxes), the City expends monies from its General Fund to underwrite public services. To help alleviate the financial burden on the General Fund, and to ensure the City's continued success in providing public services, the City Council believes it is in the public interest to seek alternative revenue for bolstering the City's budget. The City Council identified advertising and sponsorship revenue as a source of income for the City.
- e) This Policy is intended to provide clear guidance as to the types of advertisements that will allow the City to generate revenue and provide public services including, without limitation, Parks and Recreation operations by:
 - i) Increasing revenue;
 - ii) Preventing the appearance of favoritism by the City;
 - iii) Preventing the risk of imposing views on a captive audience;
 - iv) Maintaining a position of neutrality on controversial issues;
 - v) Preserving the marketing potential of the advertising space by avoiding content that the community could view as offensive, inappropriate or harmful to the public generally or to minors in particular;

- vi) Maximizing program and event participation;
- vii) Avoiding claims of discrimination and maintaining a non-discriminatory environment for program and event participants;
- viii) Preventing any harm or abuse that may result from running controversial or offensive advertisements;
- ix) Reducing the diversion of resources from Parks and Recreation operations that is caused by controversial or offensive advertisements.

2. **Application of Policy.**

- a) This Policy applies to the posting of all new advertisements on designated advertising space on or after the Effective Date.
- b) Pre-existing sponsorships or advertisements with the Parks and Recreation Department, if any, may not be extended or renewed until in compliance with this Policy.

3. **Definitions.** Unless the contrary is stated or clearly appears from the context, the following definitions will govern the construction of the words and phrases used in this Policy:

- a) "Advertisement" means any visual message that consists of words, numbers, or images and is placed on City designated advertising space for the purpose of communicating with the public.
- b) "City Property" means real or personal property, including communication media, owned, managed or otherwise controlled by the City.
- c) "Commercial Advertisement" means any advertisement other than a government advertisement that is placed on City designated advertising space and has as its primary purpose the promotion or solicitation of a commercial transaction, such as the sale of real or personal property, services, or entertainment.
- d) "Designated Advertising Space" means a portion of City property identified by the City Manager, or designee, as allowing advertisements including, without limitation, Parks and Recreation Facilities and Program Marketing Materials. When allowing advertisements, the City acts in its proprietary capacity.
- e) "Director" means the Parks and Recreation Director, or designee.
- f) "Effective Date" means the date this Policy is approved by City Council action.
- g) "Governmental Advertisement" means an advertisement that is:
 - i) Related to City services, programs, or events;

- ii) Related to events co-sponsored by the City;
 - iii) Placed by a governmental entity other than the City and determined by the Director to be in the City's best interests; or
 - iv) Is a Public Service Announcement.
- h) "Person" means any individual, firm, association, organization, partnership, business trust, corporation or company.
- i) "Political campaign speech" means speech that
- i) Supports or opposes or appears to support or oppose a ballot measure, initiative, or referendum; or
 - ii) Refers to any candidate for public office.
- j) "Public Service Announcement" means an advertisement directed to the general public or a significant segment of the general public and relates to:
- i) Prevention or treatment of illnesses;
 - ii) Promotion of safety or personal well-being;
 - iii) Providing children and family services;
 - iv) Soliciting by broad-based employee contribution campaigns which provide funds to multiple charitable organizations (e.g., United Way); or
 - v) Providing services and programs that support low income citizens and citizens with disabilities.
- k) "Sponsor" means a person who provides City with cash and/or an in-kind contribution to support a City project, event, facility, or activity, and which expects recognition in return.
- l) "Sponsorship" means support for a City project, event, facility, or activity by providing money or other support that may be quantified in money. The sponsorship is typically provided in return for the City providing more than nominal recognition of the sponsor's support.
4. **Policy.** The City recognizes there are many opportunities and potential benefits to be gained from the City, especially the Parks and Recreation Department, collaborating with private and public entities for monetary, in-kind (product and/or services), and capital contributions (collectively referred to herein as "Sponsorships") benefitting City facilities, programs, events, services and/or activities. Those contributions often merit some form of recognition to acknowledge and thank the sponsor, donor, and/or contributor (collectively, "Sponsors") for their contribution to the City. Additionally, the City recognizes there are

many opportunities and potential benefits to be gained from the City's Parks and Recreation Department establishing advertising programs to generate revenue in exchange for promotional advertisement space.

The intent of this Policy is to establish guidelines under which the City may 1) thank, acknowledge, and recognize private and public entities that contribute to the City's parks, facilities, related programs, services, and events for the primary benefit of the general public; and 2) generate revenue through advertising programs, including, without limitation, in the seasonal Parks and Recreation brochure and through the Bellflower Boulevard Banner Program.

- a) Subject to this Policy and the approval of the City Manager, the Director will develop appropriate fees, structure, and regulations for sponsorship programs directly benefitting City and Parks and Recreation facilities, programs, events, services, and/or activities. Sponsorship programs may be developed for programs and services, including, without limitation, youth sports, adult sports, classes, excursions, facilities, mobile recreation, and special events. Fees and regulations directly related to naming rights of City facilities are subject to the approval of the City Council.
- b) Subject to this Policy and the approval of the City Manager, the Director will develop appropriate fees, structure, and regulations for a program (or programs) for advertising in the seasonal Parks and Recreation brochure and for advertising through the Bellflower Boulevard Banner Program.
- c) The City may accept or reject any and all advertisements or sponsorships in accordance with this Policy.
- d) Decisions to accept or reject proposed advertisements or 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 person proposing the advertisement or sponsorship.
- e) By accepting an advertisement or sponsorship, the City does not waive or restrict its ability to accept any other advertisements or sponsorships.
- f) Advertisers and sponsors will not receive extraordinary consideration relating to the City's procurement processes, regulatory activities, or other City business by providing an advertisement or sponsorship.
- g) City may terminate any advertisement or sponsorship should the advertisement or sponsorship conflict with this Policy. The City Manager is authorized to make a final determination regarding termination.
- h) Absent specific City Council approval, as evidenced by minute order or written resolution, the City's name and logo may not be used as part of any official endorsement of a person's product, service, or company.

5. **General Provisions.** The City retains sole discretion and authority at all times in determining whether, with whom, where, how, and when contributions, fees, and rates are accepted, sponsorships and advertisements approved, and sponsorship recognition provided, subject to the approval of the City Manager or designee. Sponsorship signage and brochure advertisements must comply with all applicable laws including, without limitation, this Policy.
- a) *Establishing Sponsorship Programs.* Each sponsorship program developed will be tailored and coordinated specifically to the concept and schedule of a particular facility, program, event, or series of programs or events. Each program will be evaluated for its effectiveness annually.
 - b) *Criteria for Sponsorship.* The following criteria, in its entirety, must be considered in developing sponsorship programs and evaluating potential sponsorships:
 - i) The sponsorship must support, and conform to, the mission of the City and/or the Department of Parks and Recreation.
 - ii) The sponsorship must provide a direct benefit to a park, facility, program, event or amenity, for the primary benefit of the general public.
 - iii) Sponsorships will be acknowledged with recognition or marketing opportunities commensurate with the relative value of the sponsorship to the City. The City will consider requests for donor and sponsor recognition, but is not obligated to accept any particular request. The City will determine on a case-by-case basis what recognition or marketing opportunities are appropriate.
 - c) *Sponsorship Considerations.* City will consider the following when developing sponsorship programs and considering potential sponsors:
 - i) The timeliness, readiness, and requirements associated with a sponsorship program or potential sponsor.
 - ii) Any current or future City operating or maintenance costs associated with the sponsorship or impacts on other agencies.
 - iii) A potential sponsor's record of responsibility in past involvement with the City, and/or community.
 - iv) Sponsorships, sponsorship benefits, and sponsorship recognition shall enhance rather than detract from the design standards and visual integrity of the sponsored program, activity, event, or facility.
 - d) *Advertising and Sponsorship Priority.* When advertising and sponsorship opportunity space is limited, the City may make space available in order of priority as follows:
 - i) Bellflower non-profit youth service and youth sports organizations

- ii) Bellflower non-profit adult service club organizations
 - iii) Bellflower Unified School District/Bellflower service schools
 - iv) Bellflower residents and businesses
 - v) Non-Bellflower non-profit organizations and service clubs (youth and adult)
 - vi) Non-residents/Non-resident businesses
 - vii) Advertising priority specific to the Bellflower Boulevard Banner Program is prescribed in section 6.f. of this Policy.
- e) *Sponsorship Recognition Requirements and Responsibilities.* Subject to prior determination by City, sponsorship recognition requirements and responsibilities may include, without limitation, the following:
- i) City will exercise full control and authority over the form and content of the sponsorship recognition including, without limitation, retaining editorial and design control over signage, publications, the sponsor name, logo, and all other graphic materials.
 - ii) Before implementing any form of sponsorship recognition portraying any physical or intellectual image incorporating City logo or name, and/or indicating the existence of an affiliation between City and the sponsor, such recognition must be approved by the Director.
 - iii) The City will not endorse any product or service of its sponsors.
- f) *Sponsorship Benefits.* Subject to this Policy and the approval of the City Manager, the Director will establish sponsor benefits tailored to each individual sponsor program created. Sponsor benefits, without limitation, may include:
- i) Public exposure of corporate logo through placement on City publications (facility and program brochures, program fliers, banners, website, social media, etc.).
 - ii) Recognition of sponsor in media releases;
 - iii) Recognition of sponsor on promotional materials or printed materials;
 - iv) Onsite promotion and recognition;
 - v) Participation and/or booth space at special events;
 - vi) Distribution of product samples at City events and/or facilities; and
 - vii) Advertising in designated advertising space.

- g) *Sponsorship Recognition Signage*. In addition to the general provisions of this Policy, the following will be considered when determining the appropriateness of placing recognition signage on City and/or park property:
- i) Recognition signage may include, without limitation, banners, wraps, plaques, placards, or signs.
 - ii) In all cases, a sponsor's preferred form of recognition or marketing opportunity will be considered in light of this Policy. The City may, in its sole discretion, determine all details of sponsor recognition including, without limitation, the placement and display of the sponsor's logo on promotional materials. The City will design and publish all recognition material; a sponsor does not have design/content approval rights other than to approve the use of its logo. The recognition and marketing opportunities will be set forth in regulations set forth by the Director for each sponsorship program.
 - iii) City will maintain control over the printing, manufacturing, or otherwise fabricating of recognition signage, which may be accomplished by City staff or by a third party acting under City's direction and control, whether funded at sponsor's expense or City's expense.
 - iv) Signage in recognition of a sponsor's furtherance of City's mission through contributions in support of City programs or activities and/or improvement of City facilities, may expressly include a phrase confirming the City is recognizing, acknowledging, and/or thanking the sponsor, which text may be prominently featured and of a reasonable size proportionate to space and location, and identifying City as the entity responsible for the content and placement of the sponsorship recognition.

6. **Restrictions and Permissible Actions for Sponsorship, Recognition, and Advertising**. In general, the following limitations apply under this Policy:

- a) *Authorized Advertisements*. Upon the effective date of this Policy, no advertisement may be placed on designated advertising space unless all of the following are satisfied:
- i) The advertisement is either a government advertisement or a commercial advertisement that is consistent with this Policy and approved by the Director.
 - ii) Government advertisements, other than those related to City services, programs, or events, may not be placed on designated advertising space until the Director authorizes the placement.

- iii) The sponsor of a Public Service Announcement must be a government entity or a non-profit corporation that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code.¹
- iv) A Public Service Announcement cannot include a message that is commercial or retail in nature or related to a festival, show, sporting event, concert, lecture or event for which an admission fee is charged.
- v) The advertisement is not otherwise prohibited by this Policy.
- b) *Viewpoint Neutral Limitations.* Sponsorship recognition and advertisements are not permitted on designated advertising space if it or information contained in it falls within one or more of the following categories:
 - i) Proposes a commercial transaction and is false, misleading, or deceptive.
 - ii) Promotes or encourages, or reasonably appears to promote or encourage, the use or possession of unlawful or illegal goods or services.
 - iii) Promotes, depicts, or encourages, or reasonably appears to promote, depict, or encourage, unlawful or illegal behavior or activities.
 - iv) Implies or declares the City's endorsement of any service, product, or point of view without the City Manager's prior written authorization.
 - v) Contains obscene matter or any other matter that is prohibited under Penal Code §§ 311, *et seq.*, as amended.
 - vi) Is profane or vulgar, or presents a clear-and-present danger of causing a riot, disorder, or other imminent threat to public safety, peace, or order.
 - vii) So objectionable under contemporary community standards that it is reasonably foreseeable that it will harm, disrupt, or interfere with the City's services, programs, or events.
 - viii) Holds up an individual or group to public ridicule, derision, or embarrassment; or is libelous; or is an infringement of a copyright, trademark, or registered mark. Advertisers and advertising agencies assume all responsibility for any unauthorized use of names, photographs, devices, and words protected by copyright, trademark, or registered trademark.

¹ 26 USC § 501(c)(3): "Corporations, and any community chest, fund, or foundation, organized and operated exclusively for religious, charitable, scientific, testing for public safety, literary, or educational purposes, or to foster national or international amateur sports competition (but only if no part of its activities involve the provision of athletic facilities or equipment), or for the prevention of cruelty to children or animals, no part of the net earnings of which inures to the benefit of any private shareholder or individual, no substantial part of the activities of which is carrying on propaganda, or otherwise attempting, to influence legislation ... and which does not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of (or in opposition to) any candidate for public office."

- ix) Promotes or depicts the sale or use of tobacco or marijuana, or tobacco-related or marijuana-related products, except products that counteract symptoms of tobacco habituation.
- x) Promotes or depicts the sale or consumption of wine, liquor, beer, or distilled spirits.
- xi) Directly or indirectly promotes the sale or use of a firearm or contains an image of a firearm.
- xii) Contains political campaign speech.
- xiii) Advocates or opposes a religion or religious belief or a philosophy or philosophical belief.
- xiv) Displays any word, phrase, symbol, or character reasonably likely to interfere with, mislead, or distract traffic, or to conflict with any traffic-control device.
- xv) Incorporates any moving or animated parts including, without limitation, rotating, revolving, or flashing devices.
- xvi) Contains an image or description of graphic violence or the results of graphic violence including, without limitation, to
 - (1) The depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement; and
 - (2) The depiction of weapons or other implements or devices associated in the advertisement with an act or acts of violence or harm on a person or animal.
- xvii) Promotes or encourages, or appears to promote or encourage, a transaction that is related to, or uses brand names, trademarks, slogans, or other materials that are identifiable with, any of the following: films rated "X" or "NC-17" by the Motion Picture Association of America; video games rated "A" or "M" by the Entertainment Software Rating Board; adult book stores or adult video stores; nude or topless clubs and other adult-entertainment establishments; adult telephone services or adult Internet sites; or escort services.
- xviii) Advertises any good, service, or entertainment that competes with goods, services, or entertainment offered by the City (e.g., golf courses).
- xix) Directs viewers to a website or telephone number that provides access to material that violates this Policy. In addition, the website address or phone number itself may not violate this Policy.
- xx) If posted individually or in combination with other advertisements, would cause the Advertising Space to become a public forum.

- xxi) Fails to contain any disclaimer or attribution required by this Policy.
 - xxii) Promotes or solicits the sale, rental, distribution or availability of firearms or firearms-related products.
 - xxiii) Is intended to be (or reasonably could be interpreted as being) disparaging, disreputable, or disrespectful to persons, groups, businesses or organizations, including advertising that portrays individuals as inferior, evil or contemptible because of their race, color, creed, sex, pregnancy, age, religion, ancestry, national origin, marital status, disability, sexual orientation or any other characteristic protected under federal, state or local law.
 - xxiv) Any material directed at a person or group that is so insulting, degrading or offensive as to be reasonably foreseeable that it will incite or produce lawless action in the form of retaliation, vandalism or other breach of public safety, peace and order.
- c) *Sponsorships and Sponsorship Programs.* In addition to the general provisions of this Policy, without limitation, the following applies for all sponsorship considerations:
- i) A company or organization, or subsidiary thereof, that conducts or has business or operational activities substantially derived from or involved with the sale, production, or distribution of firearms or pornography and any adult-oriented business is prohibited from sponsorship opportunities.
 - ii) A sponsorship or sponsorship program that could cause a conflict of interest or policy deviation is prohibited.
 - iii) A sponsorship or sponsorship program made conditional upon City performance with respect to level of public participation or response, event outcome, or objectives achieved is prohibited.
 - iv) An individual sponsorship that limits City's ability to seek other sponsorship opportunities, unless agreed to by City, is prohibited.
- d) *Sponsorship Recognition Signage Restrictions.*
- i) The placement of individual sponsor recognition signage does not limit City's ability to seek other sponsorship opportunities, unless agreed to by City.
 - ii) Any sign that contains a call to action by a commercial sponsor, for the public or City to purchase a good or service, is not authorized for use as part of a sponsorship program.
- e) *Parks and Recreation Brochure Advertising.* In addition to the general provisions of this Policy, without limitation, the following applies to advertising in the Parks and Recreation seasonal brochure:

- i) Advertisements cannot be contrary nor detrimental to the City's purpose for creating the Parks and Recreation seasonal brochure.
- ii) Advertising (other than signs) that contains a call to action by a commercial advertiser, for the public to purchase a good or service, is subject to Director approval.
 - (1) Special promotions and deals are encouraged through digital coupons, promoting websites, Quick Response (QR) Codes, Social Media, etc.
 - (2) Cutout coupons are prohibited so the structural integrity of the publication is not compromised.
- iii) Advertisements cannot compete with City-sponsored programs/events.
- iv) Advertisements are accepted first in the order of priority established in subsection 5.d. of this Policy, and subsequently on a "space available" basis.
- f) *Bellflower Boulevard Banner Program.* The following shall apply to advertising space made available across Bellflower Boulevard on designated space:
 - i) Advertisements are limited to and given priority in the following manner:
 - (1) City services, programs, or events;
 - (2) Events and programs co-sponsored by the City;
 - (3) Advertisements placed by a governmental entity other than the City and determined by the Director to be in the City's best interests;
 - (4) Programs and events, open to the general public, offered by Bellflower non-profit organizations and determined by the Director to be in the City's best interests based upon this Policy.
 - ii) Priority will be given to those returning within a 12 month period to advertise; subsequently, those who have not advertised within a 12 month period will be considered on a "space available" basis.
 - iii) All banners must meet the required specifications provided by the Director.
 - iv) Artwork and subject matter for all banners must comply with all provisions in this Policy, and are subject to Director approval.
 - v) All banner artwork, production costs, and required repairs are the responsibility of the advertiser, not the City.

7. **Disclaimer.** The City may, in all circumstances, require that an advertisement on designated advertising space include a disclaimer stating that the advertisement is not sponsored by, and does not necessarily reflect the views of, the City.
8. **Attribution.** All advertisements on designated advertising space must clearly and unambiguously identify the person or entity that has sponsored or paid for the advertisement or caused the advertisement to be placed on the designated advertising space. Website addresses or phone numbers by themselves are insufficient to satisfy this section.
9. **Procedures.**
 - a) All proposed sponsorship recognition and advertising must be submitted to the Director, or designee, for initial compliance review through sponsorship or advertising program specific forms. The Director will perform a preliminary evaluation of the submission to assess its compliance with this Policy. If, during its preliminary review of a proposed advertisement, the Director is unable to make a compliance determination, the Director will forward the submission to the City Manager, or designee, for further evaluation.
 - b) The Director, or designee, may at any time discuss with the entity proposing the advertisement one or more revisions to an advertisement, which, if undertaken, would bring the sponsorship recognition or advertisement into conformity with this Policy. The Director will immediately remove any advertisement that violates this Policy.
 - c) The Director will review the proposed sponsorship recognition or advertisement for compliance with the guidelines set forth in this Policy and will direct as to whether the proposed sponsorship recognition or advertisement will be accepted.
 - d) The Director, or designee, will conduct a final review of proposed sponsorship recognition. The Director's decision to approve or reject any proposed advertising is final.
10. **Amendment and Interpretation.** The City may amend this Policy unilaterally at any time by City Council minute order or resolution. The City Council has the sole and final authority to interpret and apply this Policy.
11. **Moratorium.** At the discretion of the City Manager, and subject to any contractual obligations, the City may declare a complete ban or moratorium on all advertisements on designated advertising space and direct that no advertisements of any kind, other than government advertisements, be accepted for display and posting.
12. **Disputes.** Any dispute concerning complying with this Policy may be appealed to the City Manager within 15 days of the circumstances giving rise to the dispute. The City Manager must act upon the appeal within 30 days. The City Manager may refuse to allow, or may order the removal of, any advertisement that does not comply with this Policy. The City Manager may, but is not required to, bring the appeal to the City Council for a decision.

Unless considered by the City Council, the City Manager's decision is the City's final decision without the ability for a City Council appeal.

13. **Revenue**. Monies received by the City from advertisements and sponsorships must be deposited in a separate account identified by budget resolution. Funds in the separate account may be used for general purposes as determined by the City Manager.

CITY OF BELLFLOWER

RESOLUTION NO. 15-01

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELLFLOWER ESTABLISHING POLICIES AND PROCEDURES FOR PARKS AND RECREATION SPONSORSHIP AND ADVERTISING PROGRAMS

WHEREAS, during past economic hardships, the City of Bellflower was forced to make cutbacks in Parks and Recreation programming; and

WHEREAS, as the economy has recovered, programming and events have been phased back into the budget; and

WHEREAS, the City of Bellflower is constantly looking for new and innovative opportunities to fund programming and events benefitting the community; and

WHEREAS, there are many opportunities and benefits to be gained from the City of Bellflower's Parks and Recreation Department collaborating with private and public entities for monetary, in-kind (product and/or services), and capital contributions benefitting the City through sponsorships and advertising programs; and

WHEREAS, the City Council wishes to establish the formal framework to guide staff in further developing sponsorship and advertising programs, enabling staff to seek new and innovative opportunities to fund programs and events.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF BELLFLOWER DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The Policies and Procedures for Sponsorship and Advertising Programs, attached hereto, are hereby adopted.

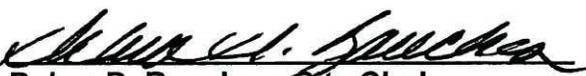
SECTION 2. The Mayor, or presiding officer, is hereby authorized to affix his signature to this Resolution signifying its adoption by the City Council of the City of Bellflower, and the City Clerk, or her duly appointed deputy, is directed to attest thereto.

PASSED, APPROVED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF BELLFLOWER THIS 15TH OF JANUARY 2015.



Sonny R. Santa Ines, Mayor

Attest:


Debra D. Bauchop, City Clerk

Attachment: Policies and Procedures for Sponsorship and Advertising Programs

Sponsorship and Advertising Programs

1. **Purpose.** To provide Department personnel with the formal framework to further develop sponsorship programs previously established over the years and to seek out new opportunities for sponsorship and Parks and Recreation brochure advertising programs directly supporting and/or benefitting City and Parks and Recreation facilities, programs, events, services and/or activities.
2. **Policy.** The City recognizes there are many opportunities and potential benefits to be gained from the City, especially the Parks and Recreation Department, collaborating with private and public entities for monetary, in-kind (product and/or services), and capital contributions (collectively referred to herein as "Sponsorships") benefitting City facilities, programs, events, services and/or activities. Those contributions often merit some form of recognition to acknowledge and thank the sponsor, donor, and/or contributor (collectively, "Sponsors") for their contribution to the City. Additionally, the City recognizes there are many opportunities and potential benefits to be gained from the City's Parks and Recreation Department establishing an advertising program in the seasonal brochure to generate revenue in exchange for promotional advertisement space.

The intent of this Policy is to establish guidelines under which the City may 1) thank, acknowledge, and recognize private and public entities that contribute to the City's parks, facilities, related programs, services, and events for the primary benefit of the general public; and 2) generate revenue through an advertising program in the seasonal Parks and Recreation brochure.

Subject to the approval of the City Manager, the Director of Parks and Recreation will develop appropriate fees, structure, and regulations for sponsorship programs directly benefitting City and Parks and Recreation facilities, programs, events, services, and/or activities. Sponsorship programs could potentially be developed for programs and services, including, but not limited to, youth sports, adult sports, classes, excursions, facilities, mobile recreation, and special events. Fees and regulations directly related to naming rights of City facilities are subject to the approval of the City Council.

Subject to the approval of the City Manager, the Director of Parks and Recreation will develop appropriate fees, structure, and regulations for a program (or programs) for advertising in the seasonal Parks and Recreation brochure.

3. **General Provisions.** The City shall retain complete discretion and authority at all times in determining whether, with whom, where, how, and when contributions, fees, and rates shall be accepted, sponsorships and advertisements approved, and sponsorship recognition provided, subject to the approval of the City Manager or his/her designee. Sponsorship signage and brochure advertisements shall comply with all applicable laws.
 - a) **Establishing Sponsorship Programs.** Each sponsorship program developed will be tailored and coordinated specifically to the concept and schedule of a particular facility, program, event, or series of programs or events. Each program will be evaluated for its effectiveness annually.

- b) **Criteria for Sponsorships.** The following criteria, in its entirety, shall be considered in developing sponsorship programs and evaluating potential sponsorships:
- i) The sponsorship must support, and conform to, the mission of the City and/or the Department of Parks and Recreation.
 - ii) The sponsorship must provide a direct benefit to a park, facility, program, event or amenity, for the primary benefit of the general public.
 - iii) Sponsorship benefits may be commensurate with the value of the support offered through the sponsorship.
- c) **Sponsorship Considerations.** City shall consider the following when developing sponsorship programs and considering potential sponsors:
- i) The timeliness, readiness, and requirements associated with a sponsorship program or potential sponsor.
 - ii) Any current or future City operating or maintenance costs associated with the sponsorship or impacts on other agencies.
 - iii) A potential sponsor's record of responsibility in past involvement with the City, and/or community.
 - iv) Sponsorships, sponsorship benefits, and sponsorship recognition shall enhance rather than detract from the design standards and visual integrity of the sponsored program, activity, event, or facility.

The City reserves the right and sole discretion to determine whether a proposed sponsor will be allowed to provide a sponsorship, but such discretions shall not arbitrarily discriminate based on sex, age, race, ethnicity, religion, disability, sexual preference, marital status, or other protected class.

- d) **Advertising and Sponsorship Priority.** When advertising and sponsorship opportunity space is limited, the City shall make space available in order of priority as follows:
- i) Bellflower non-profit youth service and youth sports organizations
 - ii) Bellflower non-profit adult service club organizations
 - iii) Bellflower Unified School District/Bellflower service schools/Bellflower churches
 - iv) Bellflower residents and businesses
 - v) Non-Bellflower non-profit organizations and service clubs (youth and adult)
 - vi) Non-residents/Non-resident churches/Non-resident businesses

- e) **Sponsorship Recognition Requirements and Responsibilities.** Subject to prior determination by City, sponsorship recognition requirements and responsibilities may include, but not be limited to the following:
- i) City shall exercise full control and authority over the form and content of the sponsorship recognition, including, but not limited to, retaining editorial and design control over signage, publications, the sponsor name, logo, and all other graphic materials.
 - ii) Prior to the implementation of any form of sponsorship recognition portraying any physical or intellectual image incorporating City logo or name, and/or indicating the existence of an affiliation between City and the sponsor, such recognition shall be approved by the Director of Parks and Recreation.
- f) **Sponsorship Benefits.** Subject to the approval of the City Manager, the Director of Parks and Recreation will establish sponsor benefits tailored to each individual sponsor program created. Sponsor benefits may include, but are not limited to:
- i) Public exposure of corporate logo through placement on City publications (facility and program brochures, program fliers, banners, website, social media, etc.).
 - ii) Recognition through press and other events, and media mentions.
 - iii) Participation in City events.
 - iv) Distribution of product samples at City events and/or facilities.
- g) **Sponsorship Recognition Signage.** In addition to the general provisions of this Policy, the following shall be considered when determining the appropriateness of placing recognition signage on City and/or park property:
- i) Recognition signage may include, but not be limited to, banners, wraps, plaques, placards, or signs.
 - ii) City shall maintain control over the printing, manufacturing, or otherwise fabricating of recognition signage, which may be accomplished by City staff or by a third party acting under City's direction and control, whether funded at sponsor's expense or City's expense.
 - iii) Signage in recognition of a sponsor's furtherance of City's mission through contributions in support of City programs or activities and/or improvement of City facilities, shall expressly include a phrase confirming the City is recognizing, acknowledging, and/or thanking the sponsor, which text shall be prominently featured and of a reasonable size proportionate to space and location, and identifying City as the entity responsible for the content and placement of the sponsorship recognition.

4. **Restrictions and Permissible Actions for Sponsorship, Recognition, and Advertising.** In general, the following shall be restricted and/or permissible under this Policy:

a) **Sponsorships and Sponsorship Programs:**

- i) A company or organization, or subsidiary thereof, that conducts or has business or operational activities substantially derived from or involved with the sale, production, or distribution of firearms or pornography and any adult-oriented business shall be prohibited from sponsorship opportunities.
- ii) A sponsorship or sponsorship program that could cause a conflict of interest or policy deviation is prohibited.
- iii) A sponsorship or sponsorship program made conditional upon City performance with respect to level of public participation or response, event outcome, or objectives achieved shall be prohibited.
- iv) An individual sponsorship that limits City's ability to seek other sponsorship opportunities, unless agreed to by City, shall be prohibited.

b) **Sponsorship Recognition Signage Restrictions:**

- i) The placement of individual sponsor recognition signage shall not limit City's ability to seek other sponsorship opportunities, unless agreed to by City.
- ii) Any sign that contains a call to action by a commercial sponsor, for the public or City to purchase a good or service, shall not be authorized for use as part of a sponsorship program.

c) **Parks and Recreation Brochure Advertising:**

- i) Advertisements must not be contrary nor detrimental to the City's purpose for creating the Parks and Recreation seasonal brochure.
- ii) No advertising will be permitted which:
 - (1) Promotes the use of drugs, alcohol, tobacco, or firearms
 - (2) Promotes hostility, disorder, or violence
 - (3) Attacks any ethnic, racial, religious group, or protected class
 - (4) Defames anyone
 - (5) Is pornographic
 - (6) Invades the rights of others

- (7) Promotes or opposes any specific religion or religious belief
- (8) Promotes or opposes any political candidate, political party or cause
- iii) On occasion the Director of Parks and Recreation may choose to establish an advertising program for faith-based recreational program activities that do not include prayer, proselytizing, or establishment of any religion in any way or form. In such cases, such advertising may be permitted, using the following standards:
 - (1) Programs must have a significant recreational aspect to them. For example, a summer vacation Bible school may have several activities throughout the day that include sports, games, arts and crafts, etc.
 - (2) The format for this type of advertising would be as text listings only, graphics will not be permitted.
- iv) Advertising (other than signs) that contains a call to action by a commercial advertiser, for the public to purchase a good or service, is permissible.
 - (1) Special promotions and deals are encouraged through digital coupons, promoting websites, Quick Response (QR) Codes, Social Media, etc.
 - (2) Cutout coupons are prohibited so the structural integrity of the publication is not compromised.
- v) Advertisements cannot compete with City-sponsored programs/events.
- vi) Advertisements are accepted first in the order of priority established in subsection 3.d. of this Policy, and subsequently on a "space available" basis.



staff report

TO: Honorable Mayor and Members of the City Council

ATTENTION: Jeffrey L. Stewart, City Manager

FROM: P.J. Mellana, Director of Parks and Recreation

SUBJECT: **RESOLUTION NO. 15-XX** – A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELLFLOWER ESTABLISHING POLICIES AND PROCEDURES FOR PARKS AND RECREATION SPONSORSHIP AND ADVERTISING PROGRAMS

DATE: January 15, 2015

EXECUTIVE SUMMARY

The proposed policies and procedures would provide the formal framework to guide staff in further developing sponsorship programs already established over the years, and to seek out new opportunities for sponsorship and advertising programs directly supporting and/or benefitting City and Parks and Recreation facilities, programs, events, services and/or activities.

RECOMMENDATION

Adopt Resolution No. 15-XX

FISCAL IMPACT

Any costs for advertising or marketing materials or supplies will be offset by revenue generated from sponsorships and advertising. Current sponsorship levels average approximately \$20,000 in revenue and in-kind products (such as BRAVO, BRIM, event refreshments); that level would be expected to increase as a more coordinated and concentrated effort is made on sponsorships and advertising.

DISCUSSION

As Parks and Recreation programming and events continue to return from the past economic hardships, and as our park system and facilities continue to grow, it is important we balance that evolution and growth with a more sustainable financial model. Over the years we have achieved this through sponsorships for a few programs, but are now seeking to develop more sponsorship and advertising programs as opportunities arise.

Staff Report – Parks and Recreation Sponsorship and Advertising Policies
January 15, 2015
Page 2 of 2

The Parks and Recreation Department's objective with the proposed policies and procedures is to enhance and expand recreational programs and services through public and private collaborations. Staff recognizes there are many opportunities and benefits to be gained from the City of Bellflower's Parks and Recreation Department collaborating with private and public entities for monetary, in-kind (product and/or services), and capital contributions benefitting City facilities, programs, events, services and/or activities.

Past successful collaborations include the BRAVO Awards sponsorship program, the Tree Lighting Ceremony sponsored with refreshments by Johnny Rebs' and Starbucks, Summer Streetfests financial sponsorship by Papa John's, and the BRIM program sponsored by Empire Transportation with a new vehicle wrap for our van and trailer. Future collaborations currently being developed are a Dog Park sponsorship program to help offset some of the maintenance and labor costs for the new facility and a Summer Special Events tiered sponsorship program for 2015.

Advertising will be a new venture for the Parks and Recreation Department, but one that staff feels could enhance our revenues tremendously with our seasonal recreation brochure serving as the vehicle directly reaching a large portion of the City's residents and businesses. It is a collaborative effort that could benefit local businesses with their advertising and marketing efforts as well. Another new form of sponsorship that could be explored in the future is naming rights of facilities. The proposed policies also add a mechanism to address that option in the future, if the City Council desires.

ATTACHMENTS

Resolution No. 15-XX	3
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Future Program Examples	9

CITY OF BELLFLOWER

RESOLUTION NO. 15-XX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELLFLOWER ESTABLISHING POLICIES AND PROCEDURES FOR PARKS AND RECREATION SPONSORSHIP AND ADVERTISING PROGRAMS

WHEREAS, during past economic hardships, the City of Bellflower was forced to make cutbacks in Parks and Recreation programming; and

WHEREAS, as the economy has recovered, programming and events have been phased back into the budget; and

WHEREAS, the City of Bellflower is constantly looking for new and innovative opportunities to fund programming and events benefitting the community; and

WHEREAS, there are many opportunities and benefits to be gained from the City of Bellflower's Parks and Recreation Department collaborating with private and public entities for monetary, in-kind (product and/or services), and capital contributions benefitting the City through sponsorships and advertising programs; and

WHEREAS, the City Council wishes to establish the formal framework to guide staff in further developing sponsorship and advertising programs, enabling staff to seek new and innovative opportunities to fund programs and events.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF BELLFLOWER DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The Policies and Procedures for Sponsorship and Advertising Programs, attached hereto, are hereby adopted.

SECTION 2. The Mayor, or presiding officer, is hereby authorized to affix his signature to this Resolution signifying its adoption by the City Council of the City of Bellflower, and the City Clerk, or her duly appointed deputy, is directed to attest thereto.

PASSED, APPROVED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF BELLFLOWER THIS _____ OF _____ 2015.

Sonny R. Santa Ines, Mayor

Attest:

Debra D. Bauchop, City Clerk

Attachment: Policies and Procedures for Sponsorship and Advertising Programs

Sponsorship and Advertising Programs

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- (7) Promotes or opposes any specific religion or religious belief
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- iii) On occasion the Director of Parks and Recreation may choose to establish an advertising program for faith-based recreational program activities that do not include prayer, proselytizing, or establishment of any religion in any way or form. In such cases, such advertising may be permitted, using the following standards:
 - (1) Programs must have a significant recreational aspect to them. For example, a summer vacation Bible school may have several activities throughout the day that include sports, games, arts and crafts, etc.
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- iv) Advertising (other than signs) that contains a call to action by a commercial advertiser, for the public to purchase a good or service, is permissible.
 - (1) Special promotions and deals are encouraged through digital coupons, promoting websites, Quick Response (QR) Codes, Social Media, etc.
 - (2) Cutout coupons are prohibited so the structural integrity of the publication is not compromised.
- v) Advertisements cannot compete with City-sponsored programs/events.
- vi) Advertisements are accepted first in the order of priority established in subsection 3.d. of this Policy, and subsequently on a "space available" basis.

(FUTURE PROGRAM EXAMPLES)

Date

<Personalized Name>,

The City of Bellflower is proud to announce sponsorship opportunities for our new off-leash dog park currently under construction and scheduled to open in the spring of this year. These opportunities are a wonderful way for sponsors to invest in their marketing platform, directly reach a captive audience, and connect in a meaningful way as a partner. All sponsorships are appreciated and 100% of the proceeds generated will go directly into maintaining the dog park.

This new dog park will be a place where well behaved canine citizens and their owners can socialize and exercise in a clean and safe environment. The park will feature both small and large fenced in areas to accommodate dogs of all sizes. Additional park amenities will include picnic tables, dog waste bag dispensers, a drinking fountain for pets and humans, and much more. The entire park was carefully designed to fulfill a unique recreational need in the community.

The Dog Park will be an important amenity in our community – and, our intent is to build a beautiful facility and maintain it that way. To ensure that standard and to help involve the dog lovers in our community who have waited a long time for this park, we have created a sponsorship program that will allow our community to display its pride while ensuring the continuation of a beautiful and functional recreational space.

So, we will cut to the chase. The cost for a sponsorship is \$500.00 annually. For that amount sponsors may create a personal message, advertise a business or remember a loved one on a dog-bone shaped sign that is approximately 2' x 4' in size. Please review that attached materials for more details.

If you have any questions regarding the sponsorship packet, please contact Kristen Smith, Recreation Manager for the City of Bellflower. She can be reached at (562) 804-1424, ext. 2267 or by e-mail at: ksmith@bellflower.org.

Thank you for considering this opportunity to be associated with a quality project and to invest wisely in our community.

Sincerely,

Sonny R. Santa Ines
Mayor

Enclosure

CITY OF BELLFLOWER - DOG PARK

SPONSOR APPLICATION

The cost for a sponsorship is \$500.00 annually. For that amount sponsors may create a personal message, advertise a business or remember a loved one on a dog-bone shaped sign that is approximately 2' x 4' in size (see example to the right). In addition, sponsors will be listed as Official Dog Park sponsor in three issues of the Recreation Brochure (28,000 printed each time), which are also distributed to all Bellflower residents.



****Sponsorship Application and Payment Deadline: ????***

Sponsor Name to be listed: _____

Website: _____

Contact Name: _____

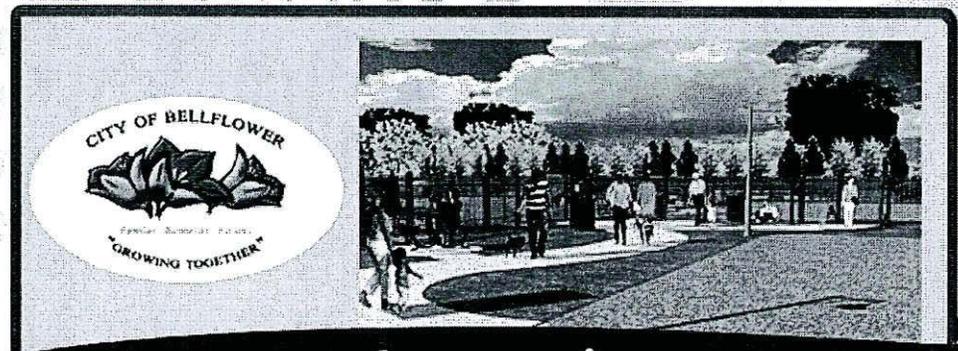
Address: _____

City / Zip: _____

Phone#: () _____

E-Mail: _____

**Parks
Make
Life
Better!**



Dog Park coming soon!
Located at 9203 Flora Vista Street

PLEASE RETURN THIS FORM WITH PAYMENT TO:
CITY OF BELLFLOWER
ATTN: KRISTEN SMITH
16600 CIVIC CENTER DRIVE
BELLFLOWER, CA 90706
FAX: (562) 925-7272

PAYMENTS MUST BE RECEIVED PRIOR TO THE SPONSORSHIP DEADLINE. PLEASE MAKE CHECKS PAYABLE TO CITY OF BELLFLOWER. TO PAY BY CREDIT CARD, PLEASE CONTACT KRISTEN SMITH AT (562) 804-1424, X2267.

February 1, 2015

<Personalized Name>:

I am excited to announce that the City of Bellflower's Parks and Recreation Department is providing sponsorship opportunities for our 2015 Special Events. These opportunities are a wonderful way for sponsors to invest in their marketing platform, directly reach a captive audience, and connect in a meaningful way as a partner in offering some truly "special" events.

The atmosphere for all of our popular events is family friendly with parents, children, teens and older adults in attendance. After an extended hiatus for many of these events due to the economic downturn, their return last year was enthusiastically received from the Bellflower community; we anticipate attendance for all these events this year to be at an all-time high.

Several different packages have been developed with many outlets for you to showcase your business or organization. Below, please find some stats on event attendance, as well as some additional benefits and highlights about our sponsorship opportunities:

- ❖ 5,900 attendees for Food Trucks & Flicks Events in 2014
- ❖ 9,000 attendees for StreetFest Events in 2014
- ❖ 4,500 attendees for Christmas Tree Lighting in 2014
- ❖ 28,000 Parks & Recreation Brochures printed 3 times a year and delivered to all households
- ❖ Direct contact with event participants and attendees
- ❖ Vendor opportunities
- ❖ Year-round marketing potential

Please take a moment to review the enclosed packet of sponsorship opportunities. We are pleased to offer you the chance to see the value of these sponsorship levels and the positive effect it will have on your organization and the entire Bellflower community. If you have any questions regarding the sponsorship packet or any of our events, please contact Recreation Manager, Kristen Smith (562) 804-1424, X2267 or ksmith@bellflower.org.

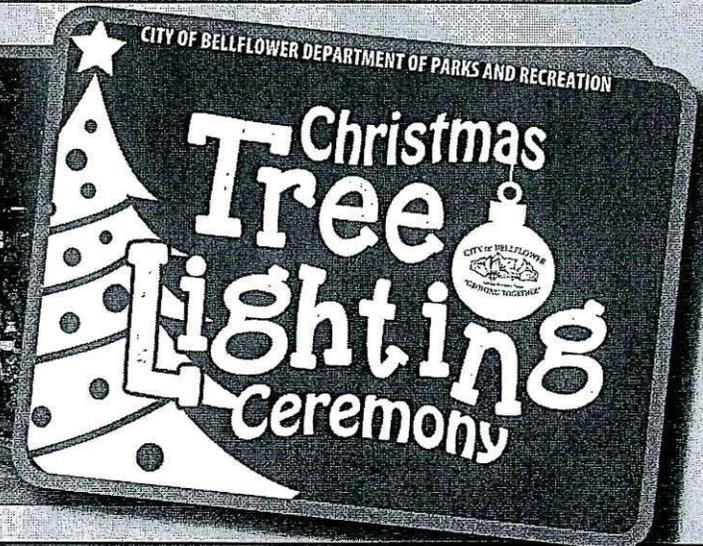
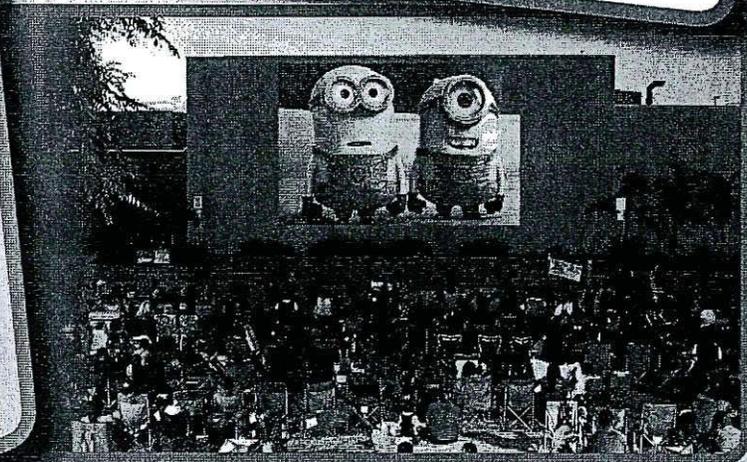
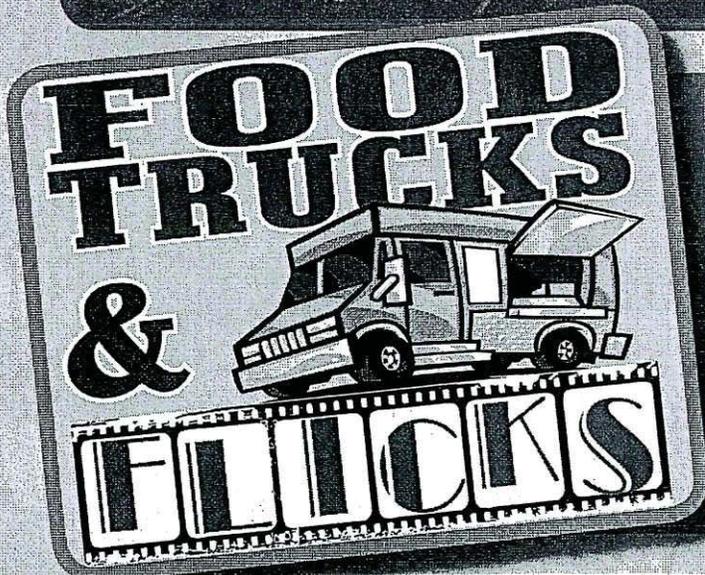
Thank you for your consideration in becoming a sponsorship partner for these "special" events. We look forward to working with you.

Sincerely,

Sonny R. Santa Ines
Mayor

Enclosure

CITY OF BELLFLOWER DEPARTMENT OF PARKS & RECREATION
SPONSORSHIP OPPORTUNITIES



2015 SPECIAL EVENTS

MAKE A MARKETING INVESTMENT AND CONNECT WITH BELLFLOWER IN A SPECIAL WAY THIS YEAR.

DETAILS & FACTS

SPONSORSHIP TERMS					
TANGIBLE BENEFITS FOR SPECIAL EVENT SPONSORS	INVESTMENT & BENEFITS				
	Elite Sponsor	Premier Sponsor	Community Partner	Community Supporter	Community Friend
	\$2,500	\$1,250	\$600	\$300	\$150/\$200
Custom Banner Exposure at Event Stages (Organization Provided)
PA Announcements/Sponsor Acknowledgements at 9 Events
Organization Logo & Link to Organization's Website on P&R Special Events Site
Prominent Display of Organization's Logo in 3 Issues of Recreation Brochure as Special Events Sponsor (28,000 printed each issue)
Display of Organization's Logo on Event Posters Displayed at Businesses throughout Bellflower (StreetFests, Food Trucks & Flicks, and Christmas Tree Lighting)
Complimentary Vendor Space at StreetFest Events and Christmas Tree Lighting
Organization's Listing & Mentions through Social Media
Logo Projected as Official Sponsor on Screen Prior to Movies at all 4 Food Trucks & Flicks Events
Listing Projected as Sponsor on Screen Prior to Movies at all 4 Food Trucks & Flicks Events
Complimentary Vendor Space at StreetFest Event
Listing as Official Special Events Sponsor in Summer Issue of Recreation Brochure (28,000 printed)
Listing on Event Posters Displayed at Businesses throughout Bellflower (StreetFests, Food Trucks & Flicks and Christmas Tree Lighting)
Display Marketing Materials at the Parks and Recreation Information Booth for All Events
Complimentary Information Table Space at single Food Trucks & Flicks Event (Sponsor Provides Own Table/Chairs)

WE WILL WORK WITH YOU TO CUSTOMIZE A SPONSORSHIP THAT WILL SPOTLIGHT YOUR ORGANIZATION!

SPECIAL EVENT SPONSORSHIP HIGHLIGHTS & FACTS	BELLFLOWER DEMOGRAPHIC SNAPSHOT
<ul style="list-style-type: none"> • 5,900 attendees for Food Trucks & Flicks Events in 2014 • 9,000 attendees for StreetFest Events in 2014 • 4,500 attendees for Christmas Tree Lighting in 2014 • 28,000 Parks & Recreation Brochures printed 3 times a year and delivered to all households • Direct contact with event participants and attendees • Vendor opportunities • Year-round marketing potential 	<ul style="list-style-type: none"> • Population 76,874 • Households 23,713 • Average Household Income \$59,235 • 22% of population is 5-17 yrs. • 24% of population is 18-34 yrs. • 28% of population is 35-54 yrs. • 17% of population is 55 yrs. and older



Contact: Kristen Smith
 City of Bellflower Parks & Recreation Department
 (562) 804-1424, ext. 2267 • ksmith@bellflower.org

**Parks
 Make
 Life
 Better!**

2015 SPECIAL EVENTS SPONSOR APPLICATION

****Sponsorship Application and Payment Deadline: May 1, 2015****

Sponsor Name to be listed: _____

Website: _____

Contact Name: _____

Address: _____

City / Zip: _____

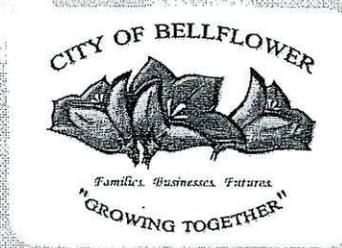
Phone#: (____) _____

E-Mail: _____

TANGIBLE BENEFITS FOR SPECIAL EVENT SPONSORS	INVESTMENT & BENEFITS				
	Elite Sponsor	Premier Sponsor	Community Partner	Community Supporter	Community Friend
	\$2,500	\$1,250	\$600	\$300	\$150/\$200
Custom Banner Exposure at Event Stages (Organization Provided)	.				\$150 cash or \$200 of in-kind for pre-movie activities, children activity giveaways, and raffles for attendees.
PA Announcements/Sponsor Acknowledgements at 9 Events	.				
Organization Logo & Link to Organization's Website on P&R Special Events Site	.				
Prominent Display of Organization's Logo in 3 Issues of Recreation Brochure	.	.			
Display of Organization's Logo on Event Posters	.	.			
Vendor Space at StreetFest Events and Christmas Tree Lighting	.	.			
Organization's Listing & Mentions through Social Media	.	.			
Logo Projected on Screen Prior to Movies at all 4 Food Trucks & Flicks Events	.	.	.		
Listing Projected on Screen Prior to Movies at all Food Trucks & Flicks Events	.	.	.		
Complimentary Vendor Space at StreetFest Event	
Listing as Official Special Events Sponsor in Summer Issue of Recreation Brochure	
Listing on Event Posters Displayed at Businesses throughout Bellflower	
Display Marketing Materials at the Parks & Recreation Info. Booth for All Events	
Complimentary Information Table Space at single Food Trucks & Flicks Event					.



<input checked="" type="checkbox"/>	CHECK ONE
<input type="checkbox"/>	Elite Sponsor - \$2,500
<input type="checkbox"/>	Premier Sponsor - \$1,250
<input type="checkbox"/>	Community Partner - \$600
<input type="checkbox"/>	Community Supporter - \$300
<input type="checkbox"/>	Community Friend - \$150 Cash or \$200 In-Kind



PLEASE RETURN THIS FORM WITH PAYMENT TO:
CITY OF BELLFLOWER
ATTN: KRISTEN SMITH
16600 CIVIC CENTER DRIVE
BELLFLOWER, CA 90706
FAX: (562) 925-7272

PAYMENTS MUST BE RECEIVED PRIOR TO THE SPONSORSHIP DEADLINE. PLEASE MAKE CHECKS PAYABLE TO CITY OF BELLFLOWER. TO PAY BY CREDIT CARD, PLEASE CONTACT KRISTEN SMITH AT (562) 804-1424, X2267.

Digital Ad Specifications and NEW Quarterly Rates Per Issue

Digital Requirements

Artwork

- All digital files must be submitted as CMYK camera-ready artwork.
- Supply all fonts and links.
- All photos must be scanned at 300 dpi.

Fonts

- Use Type 1 or Open Type fonts only! (No True Types) include both screen and printer components of each font for Type 1, or convert fonts to outline.
- For PDFs, all fonts must be embedded.
- Do not stylize fonts (i.e. do not use the "bold" command to make regular Helvetica appear bold. Use the native Helvetica Bold font instead).

Software Compatibility

- Photoshop CS 4
- InDesign CS 4

Format

- .pdf
- .jpg (Compression: "High" or "Maximum")
- .eps
- .tif (Resolution: 300 dpi)

Media Submission

- Email: mmachado@bellflower.org
- CD-ROM
- DVD

Advertising Submission Date Ranges

City of Bellflower businesses will be given priority the first two weeks of each date range.

Fall/Winter 2014
September - January
(in homes August)

Spring 2015
February - May
(in homes January)

Summer 2015
June - August
(in homes May)

Design & Editing Services

For design and editing services, please call (562) 804-1424, ext. 2258.

Contact Information

Recreation Supervisor
Michael Machado
(562) 804-1424, ext. 2258
mmachado@bellflower.org

City of Bellflower
Parks and Recreation Department
(562) 804-1424, ext. 2268



Dimensions & Prices: Full Color (CMYK)

Full Page Options May Be Available

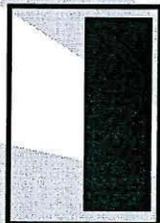


HORIZONTAL 1/2 PAGE AD

No Bleed
7.25" w x 4.66" h

Bellflower Businesses
One-Time: \$1,350
Annual: \$1,200 x 4

Non-Bellflower Businesses
One-Time: \$1,688
Annual: \$1,500 x 4



VERTICAL 1/2 PAGE AD

No Bleed
3.5625" w x 9.5" h

Bellflower Businesses
One-Time: \$1,350
Annual: \$1,200 x 4

Non-Bellflower Businesses
One-Time: \$1,688
Annual: \$1,500 x 4



HORIZONTAL 1/4 PAGE AD

No Bleed
7.25" w x 2.33" h

Bellflower Businesses
One-Time: \$1,000
Annual: \$875 x 4

Non-Bellflower Businesses
One-Time: \$1,250
Annual: \$1,094 x 4



VERTICAL 1/4 PAGE AD

No Bleed
3.5625" w x 4.66" h

Bellflower Businesses
One-Time: \$1,000
Annual: \$875 x 4

Non-Bellflower Businesses
One-Time: \$1,250
Annual: \$1,094 x 4



1/8 PAGE AD

No Bleed
3.5625" w x 2.33" h

Bellflower Businesses
One-Time: \$700
Annual: \$650 x 4

Non-Bellflower Businesses
One-Time: \$825
Annual: \$813 x 4

DISCLAIMER

Please Note:

Advertisements must not be contrary nor detrimental to the City's purposes for creating the recreation brochure. Types of advertisements prohibited include, but are not limited to, the promotion of drugs, pornography, obscenity, gambling, or any advertising supporting or opposing a candidate, issue, or cause, or advocating or opposing a religion or belief. Advertisements are for the sole purpose of promoting business and shall not be for announcements, events, or classified advertisements. Quarterly rates, per issue, effective Fall 2014-Summer 2015; all prices subject to change.

The City of Bellflower has final approval for accepting all advertisements.

CITY OF BELLFLOWER DEPARTMENT OF PARKS & RECREATION