

Sponsorship 2019 Packet

Growing Together



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Greetings,

As we reflect on 2018, we are happy to report that we served over 7,000 participants in our programming, approximately 20,000 attendees at our events, and countless hundreds of thousands of visitors to our Jefferson County Parks.

Jefferson County Park facilities are taking a big leap forward in 2019 thanks to the addition of "The Amp" at Sam Michaels Park. The Amphitheater Project has been a dream for over 40 years in Jefferson County. With the completion of Phase 1, the dream is becoming a reality. We are very excited to add arts, theater, music, and culture to our festivals and our parks.

We invite you to take some time to look at all of the exciting things happening at Jefferson County Parks and Recreation in 2019. If you are able, please consider supporting our efforts to grow Jefferson County through community, entertainment, and recreational tourism.

**Together, Jefferson County is
...the perfect place to grow.**

*Growing
Together*



Community Events Index



Hoppin' Down the Bunny Trail

April 6, 2019 Estimated Attendance: 300 families

Pages 4-5

Hop, leap, and jump through our bunny trail obstacle course. Enjoy healthy snacks and enjoy a musical dance party.



Soaring into Summer

May 4, 2019

Estimated Attendance: 1,000

Pages 6-7

Exciting things at new heights! Kite flying, remote control airplane exhibition, tethered hot air balloon rides and more!

Jefferson County Parks & Recreation



Jefferson County Fireworks!

June 29, 2019

Estimated Attendance: 12,000

Pages 8-9



Fall Fun Festival

October 5, 2019

Estimated Attendance: 1,000

Pages 10-11



Wee Warrior Dash

November 9, 2019

Estimated Attendance: 500+

Page 12

Movie Night

At the Park!

Fun for the whole family

Movie Night at the Park **Page 13**

4 separate events throughout the summer

Estimated Attendance: 100-300 per movie

May 17 • June 21 • July 19 • August 16



Santa's Polar Party

December 13, 2019

Estimated Attendance: 300 families

Pages 14-15

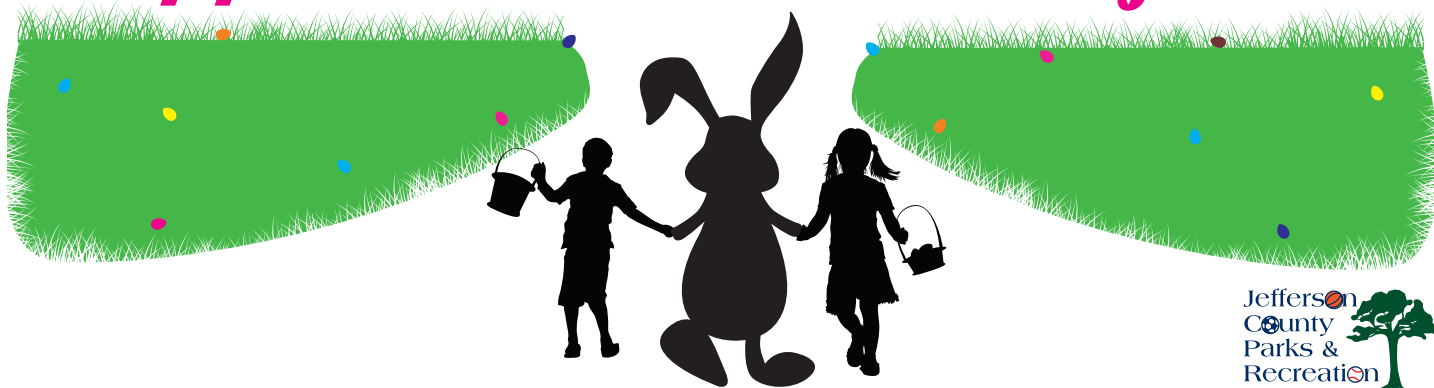
Kids of all ages are invited to visit with Santa and Mrs. Claus, decorate cookies, create a LEGO Craft, bounce & slide, write a letter to Santa, and more!

Banners, Signs, Naming Rights, and more...

Pages 16-23



Hoppin' Down the Bunny Trail



Event Profile

Join the Easter Bunny in this award-winning event for health, fitness, and a celebration of the spring holiday! Kids are invited to hop, dash, jump, and skip down our bunny trail where they will be met with obstacles and activities that are sure to delight. The Easter Bunny will lead the way, and meet every child at the finish line with a special Easter Bunny Medal. All participants will get a bunch of spring themed goodies and an event t shirt. After the bunny trail, kids will have the opportunity to dance with The Rainbow Rock Band!

The West Virginia Recreation and Park Association presented the Eugene M. Fuller Program Award to Jefferson County Parks and Recreation for "Hoppin' Down the Bunny Trail" on October 18, 2018. The award was presented for outstanding and creative programming in the State of West Virginia.

Programming Plan

- Facebook Event Campaign
- Event Banners in Public Locations
- Publication in Activity Guide
- Media Releases
- Website Information
- Flyers & E-flyers
- T-shirts with Sponsors
- Emails to Past Participants

General Event Information

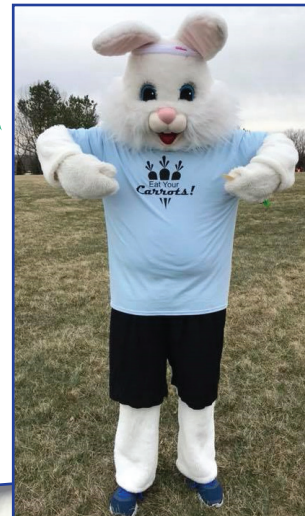


Sponsorship Opportunities

Event Sponsor

Investment \$500

- Limited to **one** Event Sponsor.
- Event Sponsor logo will be featured on all advertisements.
- Announcement of sponsorship at the Event
- 4" Logo on the Front of the Event T-shirt
- 4 Complimentary Tickets to the Event



Activity Sponsor

Investment \$100

- Limited to **12** Activity Sponsors.
- Activity Sponsor logo will be featured at the Activity Station on the Trail, during the event.
- Announcement of activity sponsorship at the Event
- 3" Logo on the back of the Event T-shirt
- 2 Complimentary Tickets to the Event

T-Shirt Sponsors

Investment \$50

- Unlimited number of T-shirt Sponsors
- Name will appear on the back of the Event T-shirt



Healthy Snack Sponsors

Investment \$50

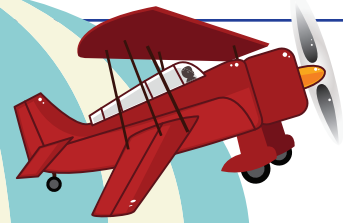
- Limited to **one** Sponsors
- Healthy Food Sponsor logos will be featured at the Snack Table.
- Announcement of Snack Sponsorship before the Rainbow Rock Band begins their show.



April 6, 2019

1st Annual

Soaring into Summer



Event Profile

The First Annual "Soaring into Summer" is sure to delight! Things are looking up at Sam Michael's Park with the construction of the new Sam Michael's Amphitheater and we are ready to celebrate!

Enjoy exhibition remote control airplanes, a hot air balloon, kite building, paper airplane folding, music on the Amphitheater stage, food truck concessions, Soaring 5K race, craft & vendor show, beer/wine garden, balsa wood airplane building and more. This is a family-friendly event that's sure to please.

Soaring into Summer, 2019 will include the official Ribbon Cutting of the Sam Michael's Amphitheater. Invitations will be offered to local and state government officials, and major park supporters.

General Event Information

Programming Plan

- Facebook Event Campaign
- Emails to Park Database
- Event Banners in Public Locations
- Media Releases
- Publication in Activity Guide
- Flyers & E-flyers
- Website Information
- County Cable Channel
- 3000 Bookmarks for Libraries
- Posters delivered to schools, libraries, and businesses.

Target Audience

This event is intended to draw people of all ages, including families.

Anticipated Attendance

1500-2000 People

Date & Time

May 4, 2019
Start: 1:00pm
End: 6:00pm

Location of Event

Sam Michaels Park
events field and
"The Amp"

Sponsorship Opportunities

Presenting Sponsor

Investment \$4500

- Limited to one Event Sponsor.
- Event Sponsor logo will be featured on all advertisements.
- Opportunity to make a welcoming comment at the event.
- Promotional booth space with option of promo item distribution at the event.
- Press Release announcing title sponsorship.
- Option to provide up to 4 banners featuring company logo at the event.
- Name and logo on digital event promotions, linking back to own website during promotional period of Soaring into Summer.
- 1/2 page advertisement in the JCPRC Summer Activity Guide (distributed to 23,000 households).
- Announcement of sponsorship at the Event
- 4 Complimentary Tickets to the Event

Balloon Sponsor

Investment \$1800

- Limited to 1 Balloon Sponsor.
- Balloon Sponsorship monies will add the opportunity for Tethered Balloon Rides for guests at the Soaring into Summer event.
- 18x24" Corplast sign featuring sponsor name/logo "Balloon rides possible, thanks to sponsorship from <your name>"
- Promotional booth space with option of promo item distribution at the event.
- 1/4 page advertisement in the JCPRC Summer Activity Guide (distributed to 23,000 households).
- Announcement of sponsorship at the Event
- 4 Complimentary Tickets to the Event

Activity Sponsor

Investment \$500

- Limited to 3 Activity Sponsors.
- Choose from offered activities including: balloon sponsor, air show sponsor, kids' activity sponsor (offered first-come/first-serve)
- 18x24" Corplast sign featuring sponsor name/logo at the activity.
- Promotional booth space with option of promo item distribution at the event.
- 1/8 page advertisement in the JCPRC Summer Activity Guide (distributed to 23,000 households).
- Announcement of sponsorship at the Event
- 2 Complimentary Tickets to the Event



May 4, 2019

Jefferson County Parks & Recreation



Event Profile

The 4th Annual Jefferson County Fireworks Event will be bigger than ever with the addition of the Sam Michael's Amphitheater to the festival grounds. Fireworks! is the largest pyrotechnic show in Jefferson County.

This event grows larger each year.

This event cannot be possible without the generous donations of our community. There is no tax money set aside for a fireworks display in Jefferson County. All monies are raised through donations and programming at Parks & Rec.

Programming Plan

- Facebook Event Campaign
- Emails to Park Database
- Event Banners in Public Locations
- Media Releases
- Publication in Activity Guide
- Flyers & E-flyers
- Website Information
- County Cable Channel

Target Audience

This event draws visitors of all ages from all over the area including West Virginia, Maryland, and Virginia.

Anticipated Attendance

10,000-15,000 people

Date & Time
June 29, 2019

Location of Event

Sam Michaels Park
events field and
"The Amp"

Start: 5:00pm
End: 10:00pm

Sponsorship Opportunities

Presenting Sponsor

Investment \$8,000

- Limited to one Event Sponsor.
- Event Sponsor logo will be featured on all advertisements.
- Opportunity to make a welcoming comment at the event.
- Promotional booth space at the event.
- Press Release announcing title sponsorship.
- Option to provide up to 4 banners featuring company logo at the event.
- Name and logo on digital event promotions, linking back to own website during promotional period of Fireworks.
- 1/2 page advertisement in the JCPRC Summer Activity Guide (distributed to 23,000 households).
- Announcement of sponsorship at the Event

Red Sponsor

Investment \$1000+

- Promotional booth space at the event.
- Press Release announcing sponsorship.
- Name featured on signs at event entrance.
- Name and logo on digital event promotions, linking back to own website during promotional period of Fireworks.
- 1/4 page advertisement in the JCPRC Summer Activity Guide (distributed to 23,000 households).
- Announcement of sponsorship at the Event

White Sponsor

Investment \$500-\$999

- Promotional booth space at the event.
- Name featured on signs at event entrance.
- Name and logo on digital event promotions, linking back to own website during promotional period of Fireworks.
- 1/8 page advertisement in the JCPRC Summer Activity Guide (distributed to 23,000 households).
- Announcement of sponsorship at the Event

Blue Sponsor

Investment \$100-\$499

- Promotional booth space at the event.
- Name featured on signs at event entrance.
- Name and logo on digital event promotions.
- Announcement of sponsorship at the Event



June 29, 2019



General Event Information

Event Profile

The Fall Fun Fest is growing this year to include entertainment for all ages! Enjoy musical entertainment on the main stage, mac & cheese tasting, an arts and crafts/vendor show, a car show, face painting, a corn hole tournament, beer/wine tent, football on our big screen, a petting zoo, moon bouncing, and our Trick-or-Treat Activity Trail (limited to 300 kids) and kids magician show!

Programming Plan

- Facebook Event Campaign
- Emails to Park Database
- Event Banners in Public Locations
- Media Releases
- Publication in Activity Guide
- Flyers & E-flyers
- Website Information
- County Cable Channel
- 3000 Bookmarks for Libraries
- Posters delivered to schools, libraries, and businesses.



Target Audience

Visitors of all ages, and young families.

Anticipated Attendance

2,000-3,000 People

Date & Time

October 5, 2019
Start: 1:00pm
End: 6:00pm

Location of Event

Sam Michaels Park
events field and
"The Amp"

Sponsorship Opportunities



Presenting Sponsor

Investment \$4500

- Limited to one Event Sponsor.
- Event Sponsor logo will be featured on all advertisements.
- Opportunity to make a welcoming comment at the event.
- Promotional booth space with option of promo item distribution at the event.
- Press Release announcing title sponsorship.
- Option to provide up to 4 banners featuring company logo at the event.
- Name and logo on digital event promotions, linking back to own website during promotional period of Soaring into Summer.
- 1/2 page advertisement in the JCPRC Summer Activity Guide (distributed to 23,000 households).
- Announcement of sponsorship at the Event
- 4 Complimentary Tickets to the Event

Car Show Sponsor

Investment \$500

- Limited to 1 Car Show Sponsor.
- 24x36" Corplast sign featuring sponsor name/logo at the event.
- Promotional booth space with option of promo item distribution at the event.
- 1/4 page advertisement in the JCPRC Summer Activity Guide (distributed to 23,000 households).
- Announcement of sponsorship at the Event
- 2 Complimentary Tickets to the Event

Kids' Activity Sponsor

Investment \$200

- Limited to 12 Activity Sponsors.
- Choose from offered activities including: One Activity Trail Activity, Petting Zoo, Face Painting, Magician Show (offered first-come/first-serve)
- 18x24" Corplast sign featuring sponsor name/logo at the activity.
- Promotional booth space at the event.
- 1/8 page advertisement in the JCPRC Summer Activity Guide (distributed to 23,000 households).
- Announcement of sponsorship at the Event
- 2 Complimentary Tickets to the Event

Mac & Cheese Sponsor

Investment \$50

- Small Sign near Mac & Cheese serving table during the event.
- Announcement of sponsorship at the Event
- 2 Complimentary Tickets to the Event

✓ October 5, 2019

Wee Warrior Dash



Event Profile

Running, climbing, balancing,
jumping and more!

This event, created as a joint effort between
Jefferson County Parks and Recreation,
Two Rivers Treads, and Freedoms Run
invites kids of all ages for a fun,
free morning of outdoor fitness.

This 1-mile fun run includes obstacles and is
sure to keep kids and families moving!
All ages are welcome to
run with the kids.



**ADD YOUR
LOGO HERE!
SPONSORSHIP: \$500**

Programming Plan

- Facebook Event Campaign
- Media Releases
- Emails to Park Database
- Publication in Activity Guide

Target Audience

- Kids ages 2-13 and their families and friends.

Anticipated Attendance

- 300+ kids and their family & friends

Date & Time

- November 9, 2019
Start: 10:00am
Ends: 11:00am

Location of Event

- Sam Michaels Park Trail



Movie Night

At the Park!

Fun for the whole family

Event Profile

Enjoy a movie under the stars!

Movie Nights are offered Admission FREE to all guests at our outdoor Amphitheater Main Stage in Sam Michael's Park.

Bring your blankets and chairs, family and friends and enjoy this monthly, outdoor community event.

Programming Plan

- Facebook Event Campaign
- Media Releases
- Emails to Park Database
- Publication in Activity Guide

Target Audience

- Everyone!

Anticipated Attendance

- 200+ people per movie

Date & Time

- One Friday each month
May 17, 2019 June 14, 2019
July 19, 2019 August 16, 2019

Location of Event

- The Amp at Sam Michaels Park

Movie Sponsor

Investment \$500 per Movie

- Name on all advertising materials for the sponsored movie.
- Name and logo will appear on the screen before the movie begins.
- Announcement of thanks at the movie event.
- Opportunity to set-up a promotional space at the movie event.





Programming Plan

- Facebook Event Campaign
- Flyers & E-Flyers
- Publication in Activity Guide

Target Audience

- Visitors of all ages from Jefferson and surrounding counties, and young families.

Attendance

- 300 kids and their family & friends

Date & Time

- December 13, 2019
Start: 6:00pm
Ends: 8:00pm

Location of Event

- Jefferson County Community Center in Sam Michaels Park.

Event Profile

A visit with Santa and Mrs. Claus is a great way to kick-off the Christmas Season!

Kids will have the opportunity to write a letter to Santa, create a Lego craft in Santa's workshop, mix up a batch of their own reindeer food, moon-bounce and slide in the elves's playground, decorate their own cookie in Mrs. Claus's kitchen, and of course get your photos taken with the big man, himself!

Sponsorship Opportunities

Santa's Workshop - Lego Craft

Investment \$500

- Limited to one Sponsor.
- Event Sponsor logo will be featured on Polar Party advertisements.
- Signs will designate our business at the Santa's Workshop Station.
- 2 Complimentary Tickets to the Event

Reindeer Food Sponsor

Investment \$100

- Limited to one Sponsor.
- Event Sponsor logo will be featured on Polar Party advertisements.
- Signs will designate your business at the Reindeer Food Station.

Elves Playground Sponsor

Investment \$100

- Limited to one Sponsor.
- Event Sponsor logo will be featured on Polar Party advertisements.
- Signs will designate your business at the Elves Playground Station.



Concert Series

Summer at the Park *Thursday Evenings*

**Concerts will take place on Thursday Evenings during summer of 2019.
Concerts will include various genres, including Military Bands.**

- June 13
- June 20
- June 27

- July 11
- July 18
- July 25

The Concert Series will be offered Admission Free to residents & visitors in Jefferson County.

Sponsorship Opportunities

Individual Concert Sponsorship: \$500
Six-Concert Series: \$2500

- Sponsor name/logo will be featured on all advertisements for the concert event.
- Social Media "Thanks" will be added to events & ads.
- Sponsor will be announced from the mainstage during the event.
- Opportunity for business presence, material distribution at the concert event.

Additional Sponsorship Opportunities



Community Center Banner Program

The Jefferson County Community Center hosts thousands of guests each year for events, classes, private parties, sports, camps and more. Banners are 3'x5', white vinyl, and hung along the entrance wall, so they are noticed by spectators and visitors. Banner sponsorship is renewed on a yearly basis. Banners may include any information/graphics sponsors would like, as long as it is deemed appropriate for all audiences.

\$300 for the 1st year, \$200 for renewals.

Advertising packages are also available.

\$375 for the 1st year, \$275 for renewals.

(Banner, 1/8 page ad in 3 Activity Guides, Website with link)

- Basic Design service are included with your banner.
- Designs can be emailed to info@jcprc.org
- Payment must be received in full at the time of sponsorship.
- Banners and Packages are renewed yearly, you will receive an invoice from our business office a month before expiration of your sponsorship.

Print and Website Advertising

Activity Guides are printed on a tri-annual schedule.

(Winter/Spring, Summer, Fall) Nearly 70,000 Guides are distributed each year, including distribution to all Jefferson County public school students, in libraries, the Jefferson County Community Center, and the subscribers of The Journal newspaper.

The Jefferson County Commission hosts Jefferson County Parks and Recreation on the county-wide website. This means a higher rate of web traffic is realized each year. All advertising options below include website advertising.

- ☐ \$1000 Full Page ad - inside front cover
- ☐ \$800 Full Page ad - placement at discretion of park.
- ☐ \$500 Half Page ad - placement at discretion of park.
- ☐ \$200 1/4 Page ad - placement at discretion of park.
- ☐ \$100 1/8 Page ad - placement at discretion of park.

Advertising packages are also available.

- ☐ \$375 for the 1st year, \$275 for renewals.
(Banner, 1/8 page ad in 3 Activity Guides, Website with link)

- Basic Design service are included with your banner.
- Designs can be emailed to info@jcprc.org
- Payment must be received in full at the time of sponsorship.
- Banners and Packages are renewed yearly, you will receive an invoice from our business office a month before expiration of your sponsorship.

For more information please contact info@jcprc.org•

Growing Together

The Jefferson County Community Center is a place designed to bring the community together. The lobby has a new "Media wall," added in 2018 that gives opportunity for visitors to show their support! Add your family name, kids' names, business name, memorial, favorite quote, or something meaningful to you!

Wooden leaves are \$100 each and will be added to the lit tree in the Jefferson County Community Center. Names will be branded (burned) into the surface of the leaf and remain on the tree for the life of the display.

Jefferson County Parks and Recreation is a 501c3 non-profit organizations. All donations are tax deductible.

...a perfect place to grow.



For more information about the information in this booklet, or other sponsorship opportunities, please contact Jennifer Myers, Director

jmyers@jcprc.org
304-728-3207



Thank you for your support!



Sponsorship Policies

The Jefferson County Parks and Recreation Commission (JCPRC) will seek sponsors that further the JCPRC's mission by providing monetary or in-kind support for the JCPRC in a manner that respects the noncommercial nature of the JCPRC's property and services. The public's trust, including the public's perception of the JCPRC's fairness and impartiality, and the JCPRC's reputation (sometimes collectively referred to as 'public trust') may be damaged by sponsorships that are aesthetically displeasing, politically oriented, inconsistent with the JCPRC's public mission and core services, or otherwise inappropriate for, or offensive to, the audience or segments of its citizenry. When the JCPRC loses the public trust, its ability to govern efficiently and effectively is impaired. Therefore, the Jefferson County Parks and Recreation JCPRC permits certain sponsorship of certain JCPRC property, facilities, events, activities, programs and services (collectively 'facilities and services') in limited circumstances. The JCPRC 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.

Whenever possible, sponsorships should be linked to a specific JCPRC facility or service. The JCPRC 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 JCPRC policies, positions or resolutions. The establishment of a sponsorship does not constitute an endorsement by the JCPRC of the sponsor, its organization, products or services.

This policy sets the standards, guidelines and approval criteria for solicitation, consideration and acceptance of sponsorships. This policy is designed to protect the mission, image and values of the Jefferson County Parks and Recreation JCPRC, to protect the image and value of its facilities and services, to protect the JCPRC from risk and to uphold the JCPRC's stewardship role to safeguard JCPRC assets and interests. No sponsorship shall be approved that will compromise or damage the public trust or conflict with or compromise the JCPRC's reputation, mission, image, values or aesthetic interests.

This policy is also designed to:

- Ensure an open and fair public process for soliciting and considering sponsorship opportunities;
- Provide the Jefferson County Parks and Recreation JCPRC with full and final decision making authority on any sponsorship opportunity, thus protecting its integrity and the integrity of its facilities and services;
- Allow eligible outside entities interested in sponsorship opportunities ('potential sponsors') to easily view and understand the various sponsorship opportunities available;
- Help potential sponsors, JCPRC staff and the public to better understand the procedures for sponsorship

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 JCPRC facility or service. Sponsorship is a business relationship in which the JCPRC 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 Jefferson County Parks and Recreation JCPRC possesses sole and final decision-making authority for determining the appropriateness of a sponsorship. Unless a sponsorship opportunity requires JCPRC approval, the JCPRC shall act through its JCPRC manager, or designee(s). The JCPRC has and reserves the right to refuse any offer of sponsorship. All offers of sponsorship will be reviewed in accordance with this policy.

Each department director, in consultation with the JCPRC manager, shall be responsible for determining the facilities and services for which his or her department is responsible that are suitable for sponsorship ('eligible facilities and services').

The JCPRC manager may adopt a standard procedure by which sponsorships are sought, considered, and approved. The JCPRC manager may contract with an independent contractor for services related to solicitation and consideration of sponsorships. Unless other provisions are made in a standard procedure or contract with an outside independent contractor, each department director should receive all offers of sponsorship for eligible facilities and services of his or her department, determine that the offer is complete and properly executed, and shall determine the level, defined below, of each offer and the corresponding approval process. Each department director should also determine, for offers that might involve exclusivity, whether there are active or potential sponsorships in the same category and identify such other sponsorships.

Levels of Sponsorship:

Level 1, Commission Approval Required:

Offers of sponsorship that are for terms five years or more, or are projected to generate \$10,000 or more, or that involve naming rights for any JCPRC facility, shall require the approval of the board.

Level 2, Director Approval Permitted:

Offers of sponsorship that are for terms of up to five years, are projected to generate \$9,999 or less and do not involve any naming rights may be approved by the director. The director may refer proposed offers of sponsorship or Sponsorship Agreement to the Commission

Level 3, Staff Approval Permitted:

The director may delegate the authority to approve offers of sponsorship and to execute Sponsorship Agreements for sponsorships that are within the director's authority and are for terms of one year or less and projected to generate less than \$5,000 per year to an appropriate staff member. All such approvals shall be in consultation with the Director.

Public Access to Sponsorship Opportunities

Public access to information about sponsorship opportunities is important:

1. to create an open and fair process and to protect against disputes related to sponsorships that are category exclusive;
2. to market available sponsorship opportunities in an open and efficient manner allowing both the potential sponsor and the JCPRC to negotiate efficiently.

Unless other provisions are made by standard procedure, each department with sponsorship opportunities should endeavor to make information about potential sponsorship opportunities available through the JCPRC's website and other appropriate means.

Criteria for Review of Sponsors and Offers of Sponsorship

Sponsorships of JCPRC facilities and services are maintained as a nonpublic forum. Although the JCPRC 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 JCPRC and the sponsor. As discussed in the Statement of Policy, such perceived affiliation can affect the public trust and the JCPRC'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 JCPRC's ability to act in the public interest, or that the JCPRC deems might have a negative impact on its mission, image or values. The JCPRC 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 JCPRC 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 JCPRC deems to be unsuitable for the specific audience or contrary to the community standards of appropriateness for the facility or service, are prohibited, including the following subject matters:

1. Alcoholic beverages, and establishments that are licensed to sell and primarily do sell alcoholic beverages, including bars; provided, however, that food service establishments or places of lodging may be authorized as sponsors only when the sale of alcohol is incidental to providing food service or lodging. Limited sponsorships that include alcohol pouring rights may be considered for events or facilities at which alcoholic beverages are sold.
2. Tobacco products.
3. Political and policy issues, candidates and campaigns.
4. Profanity, obscenity and hate speech.

Sponsorship Policies

5. Sexually oriented products, activities, or materials.
6. Depiction in any form of illegal products, activities or materials.
7. Any message that may adversely impact the mission, image and values and goals of the Jefferson County Parks and Recreation (JCPRC).

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 JCPRC.

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 JCPRC.
4. The level of support proposed to be provided by the sponsor.
5. The cooperation necessary and degree of support from other JCPRC departments to implement the sponsorship.
6. The value of the resources that is provided to the JCPRC in fulfilling its overall mission.
7. Other factors that might affect or undermine the public trust or public confidence in the JCPRC's impartiality or interfere with the efficient delivery of JCPRC services or operations, including, but not limited to, the existence of, or possibility for, conflicts of interest between the sponsor and JCPRC officers, employees, or JCPRC affiliates; the potential for the sponsorship to tarnish the JCPRC's reputation or standing among its citizens, or the potential to otherwise impair the ability of JCPRC to govern its citizens, or distract the JCPRC 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 JCPRC council;
- Field and portions of building naming rights, in accordance with this policy;
- Signs including:
 - Fencing fabric and/or fence signs
 - Certain interior walls
- Scoreboards;
- PA audio and visual messages;
- Inclusion on printed materials of the JCPRC;
- Inclusion on JCPRC maintained facility web-pages;
- Inclusion on bulletin boards;
- Inclusion on information kiosks;
- Inclusion on pavers or other similar permanent fixtures;
- Inclusion in or on a facility or service marketing and promotional materials, items, and messages (including electronic messages, new media and other forms of communication that may arise in the future).

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, services, or organizations will not be accepted.

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

Facilities and Services for which Sponsorship is Prohibited

The following facilities and services are not eligible for sponsorship under this policy:

- Park signs
- Trail signs in parks

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 JCPRC shall enter into a Sponsorship Agreement. A standard procedure should set forth a standard form and other matters related to sponsorship, such as a rate chart, 'sponsorship activation' checklist and schedule.

The JCPRC will not make any statements that directly or indirectly advocate or endorse a sponsor, their 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 JCPRC's name, marks, or logo, may be issued without written approval from the JCPRC manager or designee(s).

Appeal Process

A Level 3 offer of sponsorship that is denied by a department director, or their designee, may be appealed to the commission. The commission's decision shall be final.



For more information about parks, programming,
or to begin your sponsorship,
please contact our office at:

info@jcprc.org

304-728-3207

Thank you!

Jefferson County Parks and Recreation
...the perfect place to grow.