



Memorandum

Date: July 1, 2020

From: Jason Ratterree, Park Superintendent. Field Day Park at Lake Wylie

To: Potential and Current Sponsors of Field Day Park at Lake Wylie

Subject: Sponsorship Policy for Field Day Park at Lake Wylie

I. PURPOSE:

Sponsorship is an important source of alternative funding for the operation of public parks. This policy establishes procedures and guidelines for sponsorship opportunities with York County's Field Day Park at Lake Wylie. This policy provides direction for individuals, businesses, and organizations to sponsor items within the park through donations of money, goods, and/or services.

This policy does not apply to gifts, grants, or unsolicited donations in which no benefits are given to the grantor and where no business relationship exists.

II. POLICY STATEMENT:

York County will consider proposals from individuals, businesses, and organizations to sponsor park facilities or any other sponsorship opportunities created by the county for Field Day Park at Lake Wylie. Approving and denying sponsorship proposals is entirely within the discretion of York County staff.

III. PROCEDURES:

1. Methods of obtaining and receiving sponsorships include, but are not limited to:
 - a. Authorized staff or representatives of York County Government may solicit individuals, businesses, and organizations for sponsorship opportunities.
 - b. A sponsorship proposal may be submitted to the Field Day Park at Lake Wylie Superintendent by an individual, business, or organization.
2. All proposals must be accompanied by a sponsorship application form (Attachment A).
3. The Park Superintendent will determine if submitted proposals meet the sponsorship guidelines. If eligible, a sponsorship agreement shall be drafted to ensure all County standards are met.

IV. SPONSORSHIP GUIDELINES:

1. York County will consider proposals for sponsorship from any individual, business, or organization in good standing that conform to these guidelines.
2. Sponsorship of a park facility or other opportunities for more than one year may require a contract executed with the county.
3. The following are not eligible for sponsorships:
 - a. Businesses or organizations that sell or promote illegal products.
 - b. Businesses or organizations that primarily sell or promote tobacco or alcohol products.
 - c. Political organizations, elected officials, or candidates for elected office.
 - d. Any other business, product industry, or organization deemed incompatible with the Field Day Park at Lake Wylie mission, as determined by York County.
4. The following criteria will be considered when evaluating a sponsorship proposal:
 - a. Compatibility of the product
 - b. Past record of involvement in the community or other projects
 - c. Interests of the individuals, businesses, and organizations
 - d. Operating and maintenance costs associated with the proposal
 - e. Longevity of the sponsorship
 - f. Standards as outlined in the sponsorship agreement
 - g. Other criteria as considered by evaluating staff
5. If any individuals, businesses, or organizations come into discredit, as determined by York County in its sole discretion, after a sponsorship has been granted, the sponsorship may be discontinued by action of the County Council or their designee.

V. SPONSORSHIP INCLUSIONS:

1. All banners and signs will be provided by the sponsor and must meet all listed specifications. Please request a list of vendors to purchase banner through
2. Gold and Silver Banner Sponsorship
 - a. Sponsor will receive an online advertisement on the Field Day Park at Lake Wylie website.
 - b. Sponsor will be featured on the Sponsorship Board for the park.
 - c. Soccer – One 4' x 6' banner, to be placed at soccer fields in a location of sponsor's choosing, pending availability.
 - d. Baseball – One 5' x 7' banner to be placed at baseball fields in a location of sponsor's choosing, pending availability.
3. Platinum Sponsorship
 - a. Sponsor will receive an online advertisement on the Field Day Park at Lake Wylie website.
 - b. Sponsor will be featured on the Sponsorship Board for the park.
 - c. Sponsor will have name featured on a park facility and be offered first right of refusal to renew sponsorship before naming rights expiration.
 - d. Options for Platinum Sponsorship is spelled out below
 - i. Shelter Naming Rights – Four years, featuring a sign on a park shelter.
 - ii. Field Naming Rights – Seven years, featuring sponsor name on a sign at the field.

- iii. Scorer's Tower Naming Rights – Seven years, featuring sponsor name on a sign affixed to the scorer's tower.
- iv. Community Center Naming Rights – Ten years, featuring sponsor name on a sign affixed to the community center building main entrance.