



PLEASANT VALLEY RECREATION & PARK DISTRICT

SPONSORSHIP & NAMING POLICY

Introduction

The Pleasant Valley Recreation & Park District hereinafter referred to as “District,” accepts and encourages gifts and donations from individuals, businesses, community organizations, and public entities that are given to support Parks and Recreation. This policy covers gifts that are related to sponsorship and naming opportunities.

Purpose

The purpose of this policy is to set guidelines and standards that are in the best interest of the community. To develop a formal process for requests to sponsor activities that occur on District property and/or the sponsorships of District property. As well as develop a formal process for the naming of District lands/property. This policy establishes the procedure and guide to:

1. Ensure prospective donors and sponsors are suitable and relevant to the purpose.
2. Ensure that parks, recreational areas, and facilities are easily identified and located.
3. Ensure that given names to parks, recreational areas and facilities are consistent with the values and character of the area or neighborhood served.
4. Encourage the dedication of lands, facilities, or donations by individuals and/or groups.

Definition of Terms

District Property/lands - All traditional designed parks, natural open spaces, historic sites, amenities, facilities, specialized parks, roads, and trails under the Districts’ jurisdiction or management.

Donor - An individual or entity who acts as a benefactor by contributing, granting, subscribing, or otherwise providing funds or labor for the purpose of maintenance, improvement, restoration, enhancement, reclamation, addition or enlargement of holdings, properties, resources or facilities of the District.

Gift - Any payment to the extent that consideration of equal or greater value is not received and includes a rebate or discount in the price of anything of value unless the rebate or discount

is made in the regular course of business to members of the public without regard to official status.

Major Features - Major, permanent components of park and recreational facilities (e.g., ball fields, swimming pools, tennis courts, playgrounds, fountains, artwork or physical features). Rooms within buildings are considered to be Major Features.

Naming areas - A facility within a park (e.g., playground, picnic shelter, fountain, bricks, tables, benches, etc.) can be named separately from the park or facility location.

Plaque - Generally a small, flat, regular-shaped memorial plate or slab that conveys information in bold relief or engraving.

Sponsorship – funds that are restricted to provide relatively short-term (usually two (2) years or less) support for District Activities, maintenance of existing equipment or the donation of tangible items.

Sponsorships

It is the policy of the District to accept contributions (Sponsorships, Donations) for parks, recreation areas, and facilities when deemed appropriate on the following:

1. Encourage and facilitate public and private gifts, bequests, and such contributions that enhance, beautify, improve, supplement, support, or otherwise benefit the District.
2. To accept gifts that are consistent with the mission, policies, and goals of the District.
3. Donations, gifts, and memorials for the area must be relevant to the purpose of the park, facility, or District property.
4. The District recognizes that actual or perceived conflicts of interest might arise in relation to contributions for individuals, foundations, corporations. Therefore, the District will not accept contributions that:
 - a. Create significant actual or perceived damage to the District's mission, public image or reputation.
 - b. Have a history of environmental abuse or regulatory noncompliance unless the corporations are engaged in a credible effort to change past practice.
 - c. Expect significant publicity for the contribution beyond the normal sponsorship and naming recognition described in this policy.
 - d. Expect award of any proposed work in connection with the District in exchange for the contribution.

5. If the District learns of the existence of any of the above-mentioned disqualifying conditions with respect to a particular donor at any time prior to receipt of a contribution by the donor, the District will reject the Donors request. If the District learns of the existence of any of the above-mentioned disqualifying conditions with respect to a particular donor after the donor's contribution has been received, the District will return the contribution if reasonable possible.
6. The District may provide public recognition of individuals or businesses that provide sponsorships in one or more ways, including through plaques or signs affixed to District property that identify the donor as a sponsor.
7. When sponsorship is in reference to raising or receiving monetary contributions, the following criteria must be met to be considered an approved sponsor:
 - a. Must be relative to the District's mission
 - b. Consider the community impact
 - c. Consider the impact of the donation or funding to the completion of a project, if applicable
 - d. Consider the cost of the implementation and signage and identify the funding to cover such costs.
 - e. The District may not accept funding that would create any conflict of interest, must not complete, impair or conflict with the policies, goals, or operations of the District.
8. The General Manager or their designee will make final decisions for sponsorship agreements, either monetary or donations with a cash value of less than \$25,000. Requests for all sponsorship agreements, either monetary or donations that exceed \$25,000, will be forwarded to the District Board of Directors for consideration and final decision(s).
9. If Sponsorship/Donations are for a currently planned District capital improvement project, the District will accept large sponsorships over \$5,000 from donors. The District will not hold multiple small funds (under \$5,000) sponsorships/donations from multiple parties for a specific project. The District has full jurisdiction on how any donor funds are used for the specific Capital Project.
10. The District reserves the right to refuse Sponsorships/Donations that are designated to specific projects if the funds will not fully cover the costs of the project to include any capital improvement projects that are not currently planned.
11. The District will enter into a Memorandum of Understanding (MOU) for every Sponsorship/Donation to include terms and agreements.

12. Renaming of District property

- a. It is the Policy of the District to not rename District Property unless the following criteria is met:
 - i. After investigation and review, the proposed name is found to be more appropriate than the existing name, based on the criteria listed in this policy.
 1. It is recommended that efforts to change a name be subject to the most critical examination so that it does not diminish the original justification for the name or discount the value of prior contributors.
 - ii. If Naming Contribution agreement is expired with no intention of renewal.
- b. Any action to change the name of an existing District property shall follow the process as outlined below.
- c. Parks named by deed restriction shall not be considered for renaming,
- d. District property shall not be renamed if the name was a condition of a gift and the noncompliance with that condition would invalidate that gift.

Naming

It is the policy of the District to adopt naming of District property to include facilities, lands, and any amenities, based on one or more of the following criteria when deemed appropriate:

1. Geographic Location
2. Natural or Geological features proximate to District property
3. Cultural or historical significance to the District or surrounding areas
4. The name of an individual:
 - a. Only allowed posthumously (at least 5 years since date of passing)
 - b. The person was exceptionally dedicated or demonstrated excellence in service in ways that made a significant contribution to the land, community, District, City of Camarillo, or State of California.
 - c. The person must have contributed significantly to the acquisition or development of the park or facility or to the parks overall. The suggested name must be accompanied by a biographical sketch which shall provide evidence of contributions to the District or Parks and Recreation overall.
 - d. There is an outstanding community leader who had made significant civic contributions to the District and had given highly productive support to the District

and community.

5. The name of a corporation who has made a significant contribution to the community, country, state, or the field of Parks and Recreation.
6. With any naming, the proposed name will not:
 - a. Create significant actual or perceived damage to the District mission, public image, or reputation.
 - b. Result in undue commercialization of the property or violation of any District Ordinance or City Codes.
 - c. Be used to collect additional sponsorship or other sources of funding outside of the District's approval.
 - d. Be represented as the "owner".
7. A naming contribution is considered if the donor would be recognized by having a significant gift that will provide long-term or permanent support or pay for a major capital improvement.
 - a. The donor's action will be beyond merely receiving a tax deduction for their benefit.
 - b. Their decision to give is justified by the merits of the projects, and nothing is expected in return other than the reasonable hope that the District uses these gifts as promised and uses them to their full advantage.
8. Naming Terms:
 - a. A naming agreement will be entered into with the District based on the amount of donation per the MOU.
 - b. A naming agreement can be extended for an additional period of time (i.e. five (5) years), with a renewal of the MOU to include operational and/or maintenance cost of the District property.
 - c. If an extension agreement is not met or denied, the District has the right to remove and/or rename.
9. Requirements for contributions that involve naming all or any portion of District property. When naming is contemplated for all or any portion of District property, the following applies:
 - a. Approval by General Manager
 - i. Before soliciting any potential donor for a contribution in connection with such a naming opportunity will be offered, the General Manager will be notified of such proposal. The General Manager will either:
 1. Approve or disapprove administratively of the proposed solicitation and naming based on the standards set forth in this Policy;
 2. Establish special procedures for evaluation and approval or disapproval of the proposed solicitation and naming; or

3. Tentatively approve the proposed solicitation and naming and direct that the proposed solicitation and naming subject to the requirements contained in this policy.
 - b. Approval by the Board of Directors
 - i. Before making any binding commitments to name District property for a particular donor or accepting any donation offered on condition of such naming, the following must occur:
 1. Obtain the recommendation of the District; and
 2. Receive approval from the Board of Directors
 - a. The decision of the Board of Directors is final.
10. A Naming donation must cover a significant donation amount of the capital construction costs associated with the new building/structure, building renovation, or a significant addition to an existing building, or cover five (5) years of operational and maintenance expenses.

Memorials/Commemorative Gifts

1. It is not appropriate to use District property/lands to memorialize individuals (which includes employees of the District) unless there is a distinguished or unique relationship between the park, the District and the individual. The test of such a relationship is whether the individual has an appropriate place in the interpretive program as a person integral to or instrumental in the history of the park.
2. An individual should have been deceased for at least 5-years before the District can make an objective judgment about the significance of that person's role. Existing memorial programs should transition to be consistent with these guidelines. Memorial donations (gifts made in memory of a person) may be recognized in the same way as other gifts.
3. It is the preference of the District that donors of memorial gifts be thanked with off-site forms of recognition presented by the Board of Directors, in an area set aside for memorial gifts that otherwise meet the criteria for that form of recognition.
4. The recognition of new memorial donations should not include the donor's name. It should simply list the name of the person in whose memory the gift is given, but not include the honoree's date of birth and/or death, military service, degrees, or other honors. A positive, park-related quote may be included.

Recognition & Signage

Recognition and signage shall not detract from the visitor's experience or expectation, impair the visual qualities of the park environment, be perceived as advertising or commercializing the character of the park setting, or create a feeling of proprietary interest.

1. Advertising promotions or corporate slogans shall not be permitted on or off District property.

2. Off-Site Recognition

- a. Thank-you Letters – Every donor should promptly receive a letter of appreciation. In many cases, that might be all that is required. It should acknowledge the gift, the donor, date of acceptance and, if monetary, the dollar amount. The thank-you letter will also serve as evidence of the gift for the purposes of the donor's tax records. As such, it should completely describe the gift. It should not, however, attempt to value the gift.
- b. Publicity – In all cases the donor's request for anonymity shall be respected. When appropriate, the District can publicly recognize donors through press releases to media outlets.
- c. Events – Higher profile recognition can occur through some of the following: ribbon cuttings, Board of Directors Meetings, or special recognition events.
- d. Commemorative Items Given to the Donor – Some items that might be presented to donors as an expression of gratitude include but are not limited to certificates of appreciation, prints, photographs, and plaques.

3. On-Site Recognition

- a. Temporary Signs – Temporary signs (such as those used to acknowledge donors during construction activities, restoration of a structure or site, or which include recognition of a sponsor's financial support for a contract period) should be informational, of appropriate design and scale.
 - i. They should inform visitors and might contain a brief interpretive message about the nature of the project and the support provided by the donor.
 - ii. The signs should be sturdy, of good quality materials, consistent with the design of other park signs, professionally done and in keeping with park design standards.
 - iii. Donor's name and corporate logo may be used if they are of non-contrasting color and subordinate to the sign's message.
 - iv. Where it is appropriate to put up more than one sign, they should be placed at infrequent intervals so that multiple signs are not visible from a single viewing point.
 - v. Under no circumstances should signs be affixed to cultural or natural resources or placed in areas of cultural sensitivity (such as archeological sites) where they would intrude on the historic character of the area.

- vi. If a plaque is vandalized the District will replace it once at no cost. Recurrences are at the donor's expense.
 - vii. The General Manager or designee has final approval of all signs, their placements, and duration.
 - viii. Signs must meet District and City requirements.
- b. Permanent Plaques – With the exception of preexisting donor programs, permanent plaques are to be actively discouraged and generally are not to be used to recognize monetary contributions to District.
- i. Other exceptions will be permitted only with the approval of the General Manager or designee and should be proposed only for major contributions of long-term benefit to District.
 - ii. Permanent recognition plaques should be placed only in developed areas and preferably inside an existing public structure, such as a building.
 - iii. Except for preexisting established programs or under unusual circumstances requiring the approval of the General Manager or designee, such plaques should not be affixed to cultural or natural resources of the site where they would intrude on the historic or natural character of the area.
 - iv. The General Manager or designee has final approval of all plaques, their placements, and duration.
 - v. The commitment for plaque maintenance shall be made for no more than five years. If after five years, the plaque is not fit for public view it shall be removed or replaced at donor's expense.
 - vi. If a plaque is vandalized the District will replace it once at no cost. Recurrences are at the donor's expense.
- c. Semi-Permanent Signs – Single purpose recognition signs should be avoided. Directional, interpretive, and informational signs should be considered as locations for donor recognition.
- i. Recognition should be secondary to the information the sign is designed to convey.
 - ii. The recognition shall not dominate the sign either by scale or color and shall not be superior in any way to the park message.
 - iii. Standard earthen colors, lettering sizes and, for sponsorship programs, consistent size, design, and use of logo.
 - iv. Under no circumstances should they be affixed to cultural or natural resources, or placed in areas of natural or cultural sensitivity where they would intrude on the historic or natural character of the area.
 - v. No commitment for sign maintenance should be made for more than 5-years.

- vi. The General Manager or their designee has final approval of all signs, their placements, and duration.
- vii. Signs must meet District (City where applicable) requirements.

4. Examples of Determination of Recognition based on Projects & MOU

Gift Level	Commemorative Item (if any)	Purpose	Other Recognition
\$750	Certificate to donor	General Sponsorship	E-mail blast/Social media acknowledgement
\$1,000	Certificate to donor	General Sponsorship	E-mail blast/Social media acknowledgement
\$5,000	Certificate to donor	Capital Project	Digital newsletter acknowledgment/E-mail blast/Social media acknowledgement
\$10,000	Certificate to donor + plaque	Capital Project	+Dedication event/newspaper release acknowledgement
\$20,000+	+ plaque to donor	Capital Project	+Dedication event/newspaper release acknowledgement

Naming Application & Approval Process

Any person, group, or organization may submit an application to name or re-name District lands/property. The application should be submitted to the General Manager of the District. Applications should contain the following minimum information:

1. Name of applicant.
2. Proposed name for District property.
3. Background/support for proposed name.
4. Description/map showing location.
5. If proposing to name a recreation facility within a park, include a description/map showing the location of the facility within the park.
6. If proposing to name a Park asset after an outstanding person, documentation of that person’s contribution to the District, City, State.
7. If proposing to re-name a facility, the application should also include background information on the current name and the rationale for requesting a new name.
8. Any person, group or organization may submit a written proposal or request to commemoratively name or rename a public park or recreation facility to the District

General Manager or designee.

9. A written proposal or request shall include sufficient explanation to enable the District General Manager or their designee to make a determination that commemorative naming or renaming is justified and complies with this policy.

10. The District may also initiate and facilitate a commemorative naming process associated with new park acquisitions and construction whereby neighborhoods and general public shall be invited to participate in the naming process consistent with these policies.

11. Approval Process

- a. The District General Manager's or designee's consideration regarding the naming or renaming of the parks, recreation facilities or features within such areas, shall be guided by the considerations listed in this policy.
- b. The District General Manager or designee shall review the proposal for adherence to the stated policy criteria and authentication of statements, as well as existing features already named within a particular park or recreation facility, before advancing the proposal to the Policy Committee.
- c. The Policy Committee shall consider the commemorative naming proposal upon it being advanced by the General Manager or designee and shall offer the opportunity for public input.
- d. If the proposal meets the qualification process, the Policy Committee will forward the information to the Board of Directors at which time a recommendation can be made by a Board Member to add the item to an agenda.
- e. Special features within a park, trail, open space, or building can be named with the approval by the General Manager or designee and the Policy Committee.

Record of the approved name will be recorded in the Pleasant Valley Recreation and Park District park inventory database and all applicable records, signage and documentation shall be updated, as applicable, with the new name.