



CITY OF PARKLAND FY 22 -SPONSORSHIP APPLICATION

Sponsor Information

Company / Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ E-Mail: _____

Contact Name: _____ Title: _____

Description of how company supports the Parks and Recreation Department's mission: _____

Financial Sponsorships

Parkland Dash

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship
- Platinum Sponsorship

Halloween Festival

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship

Veterans Day Ceremony

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship

Hayride & Bonfire

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship
- Platinum Sponsorship

Light Up the Park

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship
- Platinum Sponsorship

Snowfest

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship
- Platinum Sponsorship

Family Fun Fest Carnival

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship
- Platinum Sponsorship

MLK Jr. Tribute

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship

Movies in the Park

- Bronze Sponsorship
 - Silver Sponsorship
 - Gold Sponsorship
 - Platinum Sponsorship
- 3/25 6/24 7/22

Eggstravaganza

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship
- Platinum Sponsorship

Eats 'N' Beats

- Bronze Sponsorship
 - Silver Sponsorship
 - Gold Sponsorship
 - Platinum Sponsorship
- 5/7 6/4 7/2 8/6

Furry Friends Meet & Greet

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship

Youth Fishing Derby

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship

Splash Bash

- Bronze Sponsorship
- Silver Sponsorship
- Gold Sponsorship
- Platinum Sponsorship

Other

Event/Program Name: _____

Amount: _____

In-Kind Donation

Event/Program Name: _____ Event/Program Date: _____

Product/Goods/Services donating (include quantity of items and estimated retail value):

Sponsorship Policies

The City of Parkland (City) has many committed sponsors who support multiple events. For those sponsors who wish to do so, we offer the below discount opportunity for financial sponsorships.

- 5% off when sponsoring 3 events
- 10% off when sponsoring 6 events
- 15% off when sponsoring 10 events or more

Sponsorship Policies

Guidelines:

In general, businesses and organizations are eligible for sponsorships if they meet the following criteria:

1. Support the Parks and Recreation Department's mission;
2. Relates to the intent/purpose of the program, event, or project;
3. Provide a positive and desirable image to the community;
4. Enhance the standards and visual integrity of the program, event, or project;
5. Does not create a conflict of interest of the Department or City;
6. Does not sell products or services at program, event, or project.

Financial Sponsorships:

A financial sponsorship is a monetary support for a specific program, event or project in exchange for tangible or intangible benefits. All benefits for an approved Sponsor are as defined in the sponsorship packet.

In Kind Donations:

In-Kind donations is a gift of goods, products or services (other than money) freely given to the City for a specific program, event or project. In-Kind donations may be considered. The donated product or service must be relevant and beneficial to the event. Sponsors who provide an in-kind donations will receive the sponsorship level equivalent to the retail value of the donation.

Advertising:

Advertising is the signage created and paid for by the sponsor to promote a business, organization, product, or service. Advertising generally is not allowed within City parks and facilities. The permanent placement of a corporate logo, brand, product, or service in a park facility is considered advertising and not allowed. However, temporary display of a Sponsor banner is allowed only during the event hours at the event location if defined in the Sponsors benefit level.

Sponsor Trademarks/Sponsor Materials:

The Sponsor grants the City a limited license and right to use Sponsor's trademarks, trade names, logo designs, and company description as submitted to the Parks and Recreation Department in any medium of advertising, marketing materials and/or promotional goods distributed solely in conjunction with the event(s).

Company Identification and Logo:

In order to be included within our marketing materials, the Sponsor's logo must be received no later than 45 days prior to the event. Please provide a high resolution logo to ParklandEvents@cityofparkland.org. Please note, some events may require materials 60 days prior to event to receive full benefit. When the Sponsor is required to provide the City with a banner for display, the size of the banner should not exceed 3-foot X 6 foot.

Cancellation and Termination:

All requests for cancellation or refunds must be in writing and received by the City at least (90) days prior to the sponsored event/program. If request is received within this timeframe, a full refund minus an administrative fee of \$50 will be issued. The City may terminate any time for any reason and will notify the Sponsor in writing. Upon such termination, the City shall return to the Sponsor any materials donated and the fee minus any incurred expenses.

Indemnification:

General Indemnification: Sponsor shall at all times indemnify and hold harmless the CITY, its officers, agents, servants, and employees from and against any and all causes of action, demands, claims, losses, liabilities and expenditures of any kind, including attorney fees, court costs, and expenses, caused or alleged to be caused by intentional or negligent act of, or omission of, Sponsor, its employees, agents, servants, or officers, or accruing, resulting from, or related to the subject matter including, without limitation, any and all claims, losses, liabilities, expenditures, demands or causes of action of any nature whatsoever resulting from injuries or damages sustained by any person or property. In the event any lawsuit or other proceeding is brought against City by reason of any such claim, cause of action or demand, Sponsor shall, upon written notice from City, resist and defend such lawsuit or proceeding by counsel satisfactory to City or, at City's option, pay for an attorney selected by City Attorney to defend City. Nothing shall be deemed or treated as a waiver by the City of any immunity to which it is entitled by law, including but not limited to the City's sovereign immunity as set forth in Section 768.28, Florida Statutes.

Patent and Copyright Indemnification: Sponsor shall indemnify, save and hold harmless, the City, its officers, agents and employees from all claims, damages, losses, liabilities, and expenses arising out of an alleged infringement of copyrights, patent rights, the unauthorized or unlicensed use of any material, property or other work in connection with the sponsorship and/or event.

