

Parkland Parks & Recreation



Athletic Facility Sponsorships

FY 25



PARKLAND

Dear Community Partner:

Thank you for your interest in partnering with the City of Parkland and Recreation Department by sponsoring our Athletic Programs and Facilities. The City of Parkland strives to produce top-rated events that the entire family can enjoy for free or little charge. In order to accomplish this goal, the City of Parkland welcomes sponsorships to help offset event expenses. These events and programs take place throughout the year and attract various ages and interest groups.

The City's Parks and Recreation Department has grown alongside its population, expanding from just one public park to eight world class facilities; all of which contribute directly to Parkland's high quality of life. The Department oversees thriving competitive and recreational sports leagues, tournaments and programs for children, adults, and seniors of all abilities.

The City of Parkland events and programs provide you and your business the opportunity to obtain brand awareness and recognition, increase exposure, increase your company's perceived image, give back to the community, reach a targeted audience and a chance to know other businesses. On behalf of the City of Parkland, we look forward to working with you, and building a lasting and mutually beneficial relationship.

Sincerely,

Christine Garcia

Christine Garcia
Parkland Parks & Recreation

What is a sponsorship?

Sponsoring something is the act of supporting an event, activity, person, or organization financially or through the provision of products or services. This is a type of advertising that seeks to establish a deeper association and integration between a business and target audience. Sponsorships attempt to deliver more than a “drive by” impression. Whereas much online activity is geared towards direct marketing, sponsorships add the element of brand marketing.

Why should you become a sponsor?

- | | |
|--|---|
| 1. Exposure to your Target Market | 6. Brand Recognition |
| 2. Lead Generation | 7. New business partnerships & contacts |
| 3. Community Involvement | 8. Heightened Visibility |
| 4. Business Spotlight | 9. Engage & interact with your target market and form relationships |
| 5. Shows attendees a glimpse into your business and what it has to offer | 10. Create lasting impressions. |

Sponsorship Guidelines

Financial Sponsorship: A company may sponsor a group or organization by becoming a financial sponsor. A financial sponsor pays a set amount of money in exchange for benefits outlined in a sponsorship agreement.

In Kind Donations

In-Kind donations are 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 donation 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.

For additional information or to discuss sponsorship opportunities further, please feel free to call Ryan Mariano at (954) 757-4104 or via email at rmariano@cityofparkland.org.

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, facility or park;
3. Provide a positive and desirable image to the community;
4. Enhance the standards and visual integrity;
5. Does not create a conflict of interest for the Department or City.

Advertising that encourages the use or promotes the following is prohibited:

1. Alcohol or tobacco use;
2. Human reproduction/sexuality products and services;
3. Adult entertainment;
4. Obscenity or nudity;
5. Firearms;
6. Violence;
7. Unlawful goods or services;
8. Offensive, hateful and/or negative messages;
9. Political or campaign messages.

The City reserves the right to deny sponsorships that do not comply with the guidelines set forth in this policy. Additionally, approved sponsorships shall not limit the Department's ability to seek other Financial Sponsorships or Donations. Recognition of an approved Sponsor does not suggest in any way the endorsement of the goods or services by the City, or that the Sponsor has any proprietary interest in the City's Parks or Facilities.

Procedures

Interested sponsors are encouraged to contact the Department at any time to discuss a potential sponsorship.

For Athletic Facility Sponsors:

1. The Department will provide an annual sponsorship packet that offers a choice of pre-determined locations, size of banner, and funding levels with appropriate benefits associated for each level.
2. The potential sponsor will submit the current fiscal year application to the Department identifying:

Type text here

 - a. the name, address, phone number, e-mail and contact person of the company or organization;
 - b. park location and field/court preference;
 - c. the funding level chosen; and
 - d. how their business or organization supports the Department's mission.
3. Department Director and/or designee reviews the potential sponsor application for approval. The City reserves the right to deny sponsorships that do not comply with the guidelines set forth in this policy.
4. Recognition of an approved Sponsor does not suggest in any way the endorsement of the goods or services by the City. or that the sponsor has any proprietary interest in the City's parks or facilities.
5. The approved Sponsor is responsible to provide the City a high resolution logo.
6. The City will be responsible to provide and install banner. All banners will be one color, which will be designated by the City to provide consistency.
7. This sponsorship will run annually from January through December. The fee will include the cost of the banner, advertising for one year, installation and removal of banner. If an approved Sponsor request to be added in between this period, the advertising portion of the fee will be prorate accordingly, but Sponsor is still responsible for full cost of banner.
8. The City is not liable for any damage or loss of banner due to vandalism, theft or weather. The City will coordinate replication of damaged or missing advertising. The Sponsor is responsible to cover the direct expense for the replication.
9. Sponsors shall no't limit the Department's ability to seek other potential sponsors.
10. Returning sponsors will be given first opportunity to re-new. All new sponsors shall be on a first come, first served basis.

Cancellation and Termination

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 a pro-rated fee for unused benefits at the time of termination.

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 or program. Sponsor must provide a high resolution logo. If 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.

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.

Indemnification

Sponsor must agree to indemnify the City as defined below:

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.

Pine Trails Park



Pine Trails Park is the largest park within the City of Parkland at a total of just under 80 acres. The park, which is surrounded by residential neighborhoods, is the premier destination for anyone participating in soccer, lacrosse, baseball, softball, football, basketball, and so many other sports programs. Pine Trails Park has a beautiful fishing pier and walking trails throughout the park including Life Trails fitness equipment. There are seven multi-purpose fields for sports activities including two synthetic turf fields. A state-of-the-art playground, four baseball fields, basketball courts, pavilions, and plentiful open space. The City of Parkland Parks and Recreation Department is housed in the Amphitheatre and the monthly summer concert series and multiple special events are held throughout the course of the year on the stage.

Terramar Park



Terramar Park is one of the most visited parks in the City of Parkland. It is a destination for the City's baseball, soccer, or lacrosse programs as well as multiple walking trails and extracurricular play spaces. There are four multi-purpose fields for sports activities, a state-of-the-art modern playground with six baseball/softball fields, a pavilion, multiple basketball courts, tennis courts, pickleball courts, and plentiful open space.

Banner Locations



Banner Locations



Sponsorship Levels

Gold

- Banner Size of 10' x 4'
- 15 Total Available Spots
- Ability to be viewed from inside or outside field
- \$1,000 per spot



Silver

- Banner Size of 5' x 3'
- 13 Total Available Spots
- Ability to be viewed on basketball courts and inbetween fields
- \$750 per spot



Bronze

- Banner Size of 4' x 2'
- 12 Total Available Spots
- Ability to be viewed on basketball courts and inbetween fields
- \$500 per spot

Park	Field	Orientation
Pine Trails Park	Baseball Field A	Outfield (Inside/Outside)
Pine Trails Park	Baseball Field B	Outfield (Inside)
Pine Trails Park	Baseball Field C	Outfield (Inside)
Pine Trails Park	Baseball Field D	Outfield (Inside/Outside)
Terramar Park	Baseball Field 1	Outfield (Inside/Outside)
Terramar Park	Baseball Field 2	Outfield (Inside/Outside)
Terramar Park	Baseball Field 3	Outfield (Inside)
Terramar Park	Baseball Field 4	Outfield (Inside)
Terramar Park	Baseball Field 5	Outfield (Inside/Outside)
Terramar Park	Baseball Field 6	Outfield (Inside)

Park	Field	Orientation
Pine Trails Park	Baseball Field A	Backstop (Outside)
Pine Trails Park	Baseball Field B	Backstop (Outside)
Pine Trails Park	Baseball Field C	Backstop (Outside)
Pine Trails Park	Baseball Field D	Backstop (Outside)
Pine Trails Park	Basketball Court 1	Sideline (Outside)
Pine Trails Park	Basketball Court 4	Sideline (Outside)
Terramar Park	Baseball Field 1	Backstop (Outside)
Terramar Park	Baseball Field 2	Backstop (Outside)
Terramar Park	Baseball Field 3	Backstop (Outside)
Terramar Park	Baseball Field 4	Backstop (Outside)
Terramar Park	Baseball Field 5	Backstop (Outside)
Terramar Park	Baseball Field 6	Backstop (Outside)
Terramar Park	Basketball Court 5	Sideline (Outside)



Park	Field	Orientation
Terramar Park	Baseball Field 1	3rd Base Dugout (Outisde)
Terramar Park	Baseball Field 1	1st Base Dugout (Outisde)
Terramar Park	Baseball Field 2	3rd Base Dugout (Outisde)
Terramar Park	Baseball Field 2	1st Base Dugout (Outisde)
Terramar Park	Baseball Field 3	3rd Base Dugout (Outisde)
Terramar Park	Baseball Field 3	1st Base Dugout (Outisde)
Terramar Park	Baseball Field 4	3rd Base Dugout (Outisde)
Terramar Park	Baseball Field 4	1st Base Dugout (Outisde)
Terramar Park	Baseball Field 5	3rd Base Dugout (Outisde)
Terramar Park	Baseball Field 5	1st Base Dugout (Outisde)
Terramar Park	Baseball Field 6	3rd Base Dugout (Outisde)
Terramar Park	Baseball Field 6	1st Base Dugout (Outisde)



CITY OF PARKLAND

ATHLETIC FACILITIES SPONSORSHIP APPLICATION

JANUARY - DECEMBER

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: _____

Year of Sponsorship: _____

Financial Sponsorships

Gold Level Sponsorship - \$1,000

Banner Size: 10' X 4'

Pine Trails Park Locations:

- Baseball Field A -
- Outfield (Outside) ☐
- Outfield (Inside) ☐
- Baseball Field B -
- Outfield (Inside) ☐
- Baseball Field C -
- Outfield (Inside) ☐
- Baseball Field D -
- Outfield (Outside) ☐
- Outfield (Inside) ☐

Terramar Park Locations:

- Baseball Field 1 -
- Outfield (Outside) ☐
- Outfield (Inside) ☐
- Baseball Field 2 -
- Outfield (Outside) ☐
- Outfield (Inside) ☐
- Baseball Field 3 -
- Outfield (Inside) ☐
- Baseball Field 4 -
- Outfield (Inside) ☐
- Baseball Field 5 -
- Outfield (Outside) ☐
- Outfield (Inside) ☐
- Baseball Field 6 -
- Outfield (Inside) ☐

Silver Level Sponsorship - \$750

Banner Size: 5' X 3'

Pine Trails Park Locations:

- Baseball Field A -
- Backstop (Outside) ☐
- Baseball Field B -
- Backstop (Outside) ☐
- Baseball Field C -
- Backstop (Outside) ☐
- Baseball Field D -
- Backstop (Outside) ☐
- Basketball Court 1 -
- Sideline (Outside) ☐
- Basketball Court 4 -
- Sideline (Outside) ☐

Terramar Park Locations:

- Baseball Field 1 -
- Backstop (Outside) ☐
- Baseball Field 2 -
- Backstop (Outside) ☐
- Baseball Field 3 -
- Backstop (Outside) ☐
- Baseball Field 4 -
- Backstop (Outside) ☐
- Baseball Field 5 -
- Backstop (Outside) ☐
- Baseball Field 6 -
- Backstop (Outside) ☐
- Basketball Court 5 -
- Sideline (Outside) ☐

Bronze Sponsorship - \$500

Banner Size: 4' X 2'

Terramar Park Locations:

- Baseball Field 1 -
- 3rd Base Dugout (Outside) ☐
- 1st Base Dugout (Outside) ☐
- Baseball Field 2 -
- 3rd Base Dugout (Outside) ☐
- 1st Base Dugout (Outside) ☐
- Baseball Field 3 -
- 3rd Base Dugout (Outside) ☐
- 1st Base Dugout (Outside) ☐
- Baseball Field 4 -
- 3rd Base Dugout (Outside) ☐
- 1st Base Dugout (Outside) ☐
- Baseball Field 5 -
- 3rd Base Dugout (Outside) ☐
- 1st Base Dugout (Outside) ☐
- Baseball Field 6 -
- 3rd Base Dugout (Outside) ☐
- 1st Base Dugout (Outside) ☐

Sponsorship Policies

Definitions

- Advertising – Signage paid for by a Sponsor to promote a business, organization, product, or service. The City must approve all advertising prior to distribution.
- City – The City of Parkland, a Florida municipal corporation.
- Department – The City of Parkland's Parks and Recreation Department.
- Donations - A gift of goods, products, or services (other than money) freely given to the City. In-Kind donations may be considered as a Sponsor. The donated product or service must be relevant and beneficial. If approved, Sponsors who provide an in-kind donations will receive the sponsorship level equivalent to the retail value of the donation.
- Facility – Any building or structure that is located on property owned or managed by the City of Parkland.
- Financial Sponsorship - A monetary support for a specific program, event, or park in exchange for tangible or intangible benefits. All benefits for an approved Sponsor are as defined in the current fiscal year sponsorship packet.
- Logo – A symbol or name that is used to brand a business or organization.
- Park – Open space property owned or managed by the City of Parkland for natural resource and/or recreational use.
- Sponsor – An individual, foundation, corporation, non-profit organization, service club, an any other entity that provides either a financial sponsorship or an in-kind donation.

Guidelines

Businesses and organizations are eligible for sponsorships if they meet the following criteria:

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2. Relates to the intent/purpose of the program, event, facility or park;
3. Provide a positive and desirable image to the community;
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5. Does not create a conflict of interest for the Department or City.

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2. Human reproduction/sexuality products and services;
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Company Identification and Logo

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Indemnification

Sponsor must agree to indemnify the City as defined below:

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.

Signature

The below signee for the Sponsor acknowledges that they are fully authorized to represent the company for the terms above. Additionally, he/she has the authority to provide names, logos, and copyright or trademarked materials to the City on behalf of the Sponsor.

The undersigned have read, understood, and agrees to the policies and regulations contained herein:

Sponsor:

City of Parkland Parks & Recreation

Authorized Signature Date

Authorized Signature Date

Printed Name Date

Printed Name Date

☐ Approved ☐ Denied