

SPONSORSHIP POLICY

I. PURPOSE

This policy establishes procedures and guidelines for sponsorship opportunities with the City and provides a mechanism for individuals, organizations or businesses to sponsor City-owned facilities, parts of facilities, land or additional opportunities through the donation of money, land or other goods and/or services.

II. POLICY STATEMENT

It is the policy of the City of Rock Hill that consideration will be given to individuals, organizations or businesses to sponsor City-owned facilities, parts of facilities, land or additional opportunities as established by the City.

III. INTENT

Approving or denying sponsorship is wholly within the discretion of Rock Hill City Council. Sponsorship selection is not limited to individuals, organizations or businesses. This policy is not intended to impact normal sponsorships the City has historically sought. This policy is applicable to sponsorships valued at approximately \$100,000 and over annually or for facilities, parts of facilities, land or additional opportunities which are to be named in perpetuity at values of \$25,000 or more. The procedures prescribed herein remain applicable.

IV. PROCEDURE

1. Methods of receiving and retrieving sponsorships:
 - An authorized agent of the City may solicit individuals, organizations or businesses for sponsorship opportunities.
* *(Authorized Agent: An entity (Commission, foundation, fund-raising committee, etc.) determined by the City of Rock Hill to solicit individuals, organizations, or businesses for sponsorship opportunities with the City of Rock Hill.)*
 - A Proposal to sponsor any City owned facility, part of a facility, land or additional opportunity may be made in writing to City Management by an individual, organization or business. Proposals must be accompanied by appropriate supporting documentation including a statement of the reason(s) for the proposed sponsorship.
 - City Management will forward all qualified proposals to the appropriate Department.
2. The City Department will determine if the submitted sponsorship(s) meet(s) the guidelines, rank its choices if more than one sponsorship is to be considered, and designate the eligibility of the proposal. A sponsorship agreement will be developed to ensure all City standards are met.
3. Eligible proposals will be forwarded with recommendation by the City Department to City Management.
4. City Manager, or his designee, will make final recommendation to City Council.
5. City Council, or their designee, will have final authority on all proposals, in their sole discretion.
6. The City of Rock Hill reserves the right to accept or reject any and all proposals, in its sole discretion.

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V. GUIDELINES

The following guidelines shall be used in selecting appropriate names for City owned facilities, parts of facilities, land or additional opportunities:

1. The City of Rock Hill will accept opportunities for sponsorship from any individual, organization or business in good standing with the City of Rock Hill.
2. An agreement that includes sponsorship of a facility, portion of a facility, land or additional opportunity for more than one year will be considered. Such opportunities will only be considered when the individual, organization or business has made exceptional contributions in at least one of the following way(s):
 - a. Financial Contributions
 - b. Land
 - c. Other Goods and/or Services
3. The following industries and products are not eligible for sponsorships with the City of Rock Hill:
 - a. Companies whose whole business is derived from the sale of illegal substances or activities
 - b. Any other industries or products as determined by Rock Hill City Council.
4. The City of Rock Hill may use, but are not limited to, the following criteria when evaluating a sponsorship proposal:
 - a. The compatibility of the product
 - b. The past record of involvement in the community and City projects
 - c. The desirability of the association --- the image
 - d. The operating and maintenance cost associated with the proposal
 - e. The longevity of sponsorship to the City
 - f. City standards as outlined in the sponsorship agreement
5. If an individual, organization or business after which any City owned facility, part of a facility, land or additional opportunity has been sponsored comes into discredit as determined by City Council in their sole discretion, the use of the sponsorship may be discontinued by action of City Council or their designee.

DEFINITIONS

Sponsorship Opportunity: Opportunities in which individuals, groups or businesses enter into financial agreements with the City of Rock Hill as solicited by an authorized agent in exchange for sponsorship rights at facilities, parts of facilities, land or additional opportunities

Authorized Agent: An entity (Commission, foundation, fund-raising committee, etc.) determined by the City of Rock Hill to solicit individuals, organizations or businesses for sponsorship opportunities with the City of Rock Hill