

## **Administrative Policy**

TO: City Staff

FROM: Bryan Cosgrove, City Manager

DATE: April 30, 2025

RE: City of Wilsonville Sponsorship Policy

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This Administrative Policy establishes guidelines for entering into sponsorship agreements with entities and individuals for City of Wilsonville ("City") activities, recreation, programs, and events.

### **I. Purpose**

The purpose of this policy is to establish general guidelines for entering into sponsorship agreements with entities and individuals for the City's sponsored activities, recreation, programs, and events. Sponsorships are a privilege, not a right. Sponsorships are an important tool to enhance and improve the programs and events for the community members and visitors of Wilsonville, as well as providing opportunities for community involvement by local businesses who desire to support and be associated with City programs and events. In addition, sponsorships help offset the costs of offering programs and events, thereby maximizing taxpayers' money. The City recognizes that the proper operation of democratic government requires the public to have confidence in the integrity and impartiality of its government. As such, sponsorships are maintained by the City as a non-public forum and regulated by the City. The City reserves the right to exercise full discretion and editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages in accordance with the terms of this policy.

Furthermore, the purposes of this policy include:

1. Defining the types of sponsorship opportunities the City will accept to ensure that standards are consistent and the City's reputation and public image are positively maintained;
2. Ensuring consistency in decisions to accept or decline sponsorship requests;
3. Generating revenue to fund City-sponsored activities, recreation, programs, and events;
4. Reflecting and supporting the guiding principles and objectives of the Wilsonville Code and the City of Wilsonville Charter.

Acknowledgement of sponsorship on City signage does not imply the City endorses any third party, product or service. Further, it is the City's declared intent and purpose not to allow or cause this sponsorship on City property or in the public right-of-way to become a public forum. This sponsorship program is intended solely for the purposes identified above.

## **II. Definitions**

**City:** The City of Wilsonville, Oregon.

**City Manager:** The City Manager of the City of Wilsonville, Oregon or authorized designee.

**Sponsorship:** A mutually beneficial arrangement between the City and a third party where the third party contributes funds or materials for City-sponsored activities, recreation, programs, or events, and the City acknowledges that contribution by identifying the third party's sponsorship on City materials promoting the City-sponsored activities, recreation, programs, or events. Sponsorship is specifically defined as separate and distinct from advertising and shall not include elements of advertising.

## **III. Scope**

This policy applies to all sponsorship agreements entered into by the City with individuals and entities for City-sponsored activities, recreation, programs, and events. This policy does not apply to advertising space made available by the City for paid advertisements. This policy also does not apply to the sale of any goods or services at a City-sponsored activity, recreation, program, or event. The decision to grant a sponsorship is discretionary and shall be considered on a case-by-case basis. The City is under no obligation to approve any requested sponsorship. The City Manager reserves the right to deviate from the policy and criteria contained herein when it believes it is the City's best interest to do so.

## **IV. Sponsorship Application**

Application for sponsorship can be submitted by individuals or entities responding to sponsorship opportunities posted on the City's website, targeted direct mailings, and/or other selected methods deemed appropriate by the City. The City may also consider sponsorship proposals initiated and submitted by individuals or entities, but is not obligated to do so. Notwithstanding the foregoing, the City shall not accept applications for sponsorship within the period fourteen (14) days prior to the subject event or program, unless otherwise specifically authorized by the City Manager.

## **V. Sponsorship Criteria**

The City shall consider, but is not limited to, the following criteria, if applicable, when evaluating a sponsorship proposal. In all cases the City shall have the ability to accept or reject the proposal.

- The compatibility of the entity or individual's mission, product and promotional goals with the City's Vision, Mission, Values, Ordinances, and Policies;
- The compatibility and appropriateness of the entity or individual's mission, product and promotional goals with the City-sponsored activity, recreation, program, or event to be sponsored;
- The compatibility of the entity or individual's proposal with the standards, aesthetic values and visual integrity of City property and expectations of users;
- The entity or individual's past record of involvement in the community and City projects;
- The timeliness or readiness of the entity or individual to enter an agreement;
- The actual value, in cash or in-kind goods or services, of the proposal in relation to the benefit of the entity or individual and the City;
- The City's operating and maintenance costs, including staff time or other additional responsibilities associated with the proposal;
- The inclusion of conditions that would limit the City's ability to enter into agreements with other sponsors or to carry out its functions fully and impartially; and
- The potential for public perception of partiality, impropriety or implied relationship between the City and the individual or entity other than for the limited purpose of the sponsorship.

## **VI. Approval of Sponsorships**

Approval of sponsorships shall be made within the sole discretion of the City. All sponsorships shall be memorialized in a written agreement approved by the City Manager. The City shall not accept sponsorship from an entity or individual that is engaged in any of the following activities:

- Entities or individuals involved in the manufacture, distribution and wholesaling of cigarettes, tobacco products, and vapor products;
- Entities or individuals involved in the manufacture, distribution, and wholesaling of alcohol, except where alcoholic beverages have been authorized for sale and consumption on the premises, provided that such sponsorship is not directly linked to activities, assets, facilities, or services targeting people under the age of twenty-one years;
- Entities or individuals whose business is solely or substantially derived from the sale of illicit materials;
- Entities or individuals involved in the advocacy or endorsement of candidates or campaigns pertaining to political elections.

## **VII. Approved Sponsorship Standards**

If an entity or individual is selected as a sponsor by the City, and the parties enter into a written agreement memorializing the approved sponsorship, its sponsorship shall adhere to the following standards: The City reserves the right to approve or reject messages utilized in

association with the sponsorship and the content, wording, appearance or copy thereof for any reason whatsoever and shall not be liable for subsequent damages. The City will reject all proposed messages that contain any one or more of the following:

- Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness or characterizations which suggest, depict, or promote any such element or sexually oriented products, activities, or materials;
- Promotion for the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature;
- Promotion or depiction of discrimination or the use of hate speech against any individual, group, company or organization;
- Implication of endorsement by the City or City employees;
- Advocacy or endorsement of candidates or campaigns pertaining to political elections;
- Content which is false, misleading, deceptive or which otherwise relates to an illegal activity; or
- Language or descriptive material which taken in form and context is deemed to be contrary to community standards.

Sponsors are solely responsible for obtaining any necessary permission to use photographs, trademarks, trade names, copyrighted material or any other legally protected property. Approval of a sponsorship does not relieve the entity or individual receiving the sponsorship from also complying with all other applicable City, state, and federal laws and regulations.

#### **VIII. City Responsibilities**

The City will ensure that sponsorship proposals meet the standards and criteria outlined in this policy.

The City will recognize approved sponsors with language substantially similar to "Sponsored by" and the third party's name and/or logo. The sponsorship acknowledgements are City speech, and the City shall control the content and design of those acknowledgements. The City, in its sole and absolute discretion, may provide additional materials, locations, and opportunities for the individual or business to identify itself as a sponsor of the City-sponsored activity, recreation, programs, or event.

#### **IX. Consent to Use Sponsorships in City Photos and Promotional Materials**

By placing a sponsorship at a City-sponsored activity, recreation, program, or event, the individual or business hereby consents to the City's appearance of that sponsorship in the use of photos taken at the activity, recreation, event, program, or property. The individual or business provides an irrevocable license to the City to utilize any logo, trademark, or copyrighted material provided by the individual or business to the City as part of the City's materials for the City-sponsored activity, recreation, program, or event.

**X. Non-Use of Names**


An approved sponsor shall not use the names and brands of the City unless otherwise permitted in writing by the City.

**XI. Termination of Sponsorship**

The City reserves the right to terminate any sponsorship at any time if, in the City's sole discretion, continuation of the sponsorship is not in the best interests of the City. The City may terminate any sponsorship agreement at any time, consistent with this policy. Any unused, undisputed portion of any sponsorship received will be returned to the individual or business no later than thirty (30) days following termination.

**XII. Administrative Policy**

I hereby authorize City staff to follow the policies and procedures specified in this document.

By:   
Bryan Cosgrove  
City Manager, City of Wilsonville

Dated: April 30, 2025