

**Delta Township
Compiled Policy Manual**

Title: Donations, Sponsorships, and Naming Rights Policy

Adopted: February 19, 2018

Revision Date: N/A

General Purpose

To provide a naming rights policy for the acceptance of donations, sponsorships, and gifts and establish a procedure for the Township Board to consider recognition and/or the naming or renaming of Township property.

Summary statement of policy

The Township generally accepts donations and sponsorships through its normal course of business. Recognition for donations and sponsorships varies based on the type of donation and/or type of sponsorship event. Recognition for donations and sponsorships is generally decided by staff.

Naming of Township facilities for an individual, corporation, business, or community group shall be considered by the Township Board on a case by case basis.

Definitions

Monuments: Items donated to the Township including but not limited to: benches, trees, plaques.

Donation. A gift or contribution of cash, goods or services given voluntarily toward an event, project, program or corporate asset where no reciprocal commercial benefit is given or expected.

Inkind donation. A contribution received in the form of goods and/or services rather than cash as part of a Municipal Sponsorship, Co-Sponsorship, Sole Sponsorship, or Marketing Arrangement.

Sponsorship. Sponsorships are cash or in-kind products and services offered by Sponsors with the clear expectation that an obligation is created. The recipient is obliged to return something of value to the Sponsor, typically public recognition and publicity or advertising highlighting the contribution of the Sponsor and/or the Sponsor's name, logo, message, products or services.

Recognition. Recognition for a donation, fundraising effort, sponsorship in any form such as a recognition plaque, banner, engraving, etc.

Facility Naming Rights. The naming of Township-owned and/or operated buildings, structures, natural features, and recreational facilities, whether in whole or portions thereof.

Policy

Donation of Monuments

Donation of Common Monuments: The Township accepts the donation of common monuments such as benches and trees. The Township shall be approached before a donation is made. The Township administrative staff will dictate the placement of the monument and the material to be used.

Donation of other Monuments: The donation of other monuments will be at the discretion of the Township. Monuments other than benches or trees, that are permanent structures shall have the approval of the Township Board.

Sponsorships for events

All sponsorships for events should be event specific and tailored to the event. Sponsorships shall be decided by event organizers or Township events including but not limited to: Delta Township Fireworks, Community Awards, Fire Department Open House, Delta Rocks, etc.

Special Recognition of Donations/in kind donations/special efforts

In the event that an organized effort by an individual, group of individuals, community organization[s], business[es] or corporation[s] raises money, gives time (writing grants, building, etc) to a specific project or projects, or donates the resources for a specific project (such as playground equipment) they may be recognized by special signage or plaque.

Naming of facilities for individuals

The naming of Township facilities such as parks, buildings, pathways, or other permanent facilities for Individuals such as community members, current or past Township officials or employees is generally discouraged.

A request can be made through the Managers office for the review of the Township Board. Any request will have to meet a very high standard for consideration which should include an extraordinary level of commitment, longevity, and substantial accomplishments for Delta Township.

The Township Board will review requests meeting a very high threshold on a case by case basis.

Exception: Parkland or other public space donated by an individual to the Township with the request that it has their name. Naming rights for donated park space or other public land must have prior approval from Township Board.

Naming of facilities for Sponsorship

The naming of Township facilities such as parks, building, pathways, or other permanent facilities for individuals, community organizations, businesses, or corporations in exchange for a donation or sponsorship will be determined on a case-by-case basis.

The Township Board will consider:

1. Size of donation/sponsorship commensurate to the project (general guidelines are 50% of project)
2. Duration of naming rights (In perpetuity or for a fixed period of 5-10 years)
3. Ensure that entity being named is an entity in which upholds the values of the Township
4. Approve a contract detailing the donation/sponsorship and the subsequent naming rights.