

SPONSORSHIP POLICY FOR RECREATION DISTRICT

I. Purpose

The purpose of this Sponsorship Policy (“Policy”) is to establish guidelines by which commercial entities or entities offering commercial transactions (“Sponsors”) may pay to have their company name and logo displayed within areas of the Recreation District’s facilities and on materials related to district-sponsored leagues and events. The policy is intended to generate revenue while maintaining the integrity of the Recreation District’s mission and ensuring compliance with relevant legal requirements, including First Amendment concerns.

II. Scope

This Policy applies to all sponsorship agreements between the South Davis Recreation District (“District”) and any commercial entity wishing to advertise in District facilities or on District materials, including but not limited to uniforms, schedules, banners, flyers, and electronic communications.

1. Eligible Sponsors

- a. Only commercial entities or organizations advertising a commercial product or service will be considered for sponsorship opportunities.
- b. Sponsors must be in good legal and financial standing and must not engage in any business activities that are in violation of local, state, or federal laws.

2. The following types of businesses are prohibited from participating in sponsorship:

- Entities associated with tobacco, vaping, or alcohol products.
- Entities promoting adult entertainment, sexually explicit materials, or gambling.
- Entities promoting political parties, candidates, or causes.
- Entities whose operations or advertising violate community standards of decency.

3. Sponsorship Guidelines

- a. Sponsorship agreements must be in writing and shall specify the type of advertising, duration, and location of the sponsorship, as well as any agreed-upon fees or financial contributions to the District.
- b. All advertising content, including logos and slogans, must be pre-approved by the District.
- c. Advertising shall not include messages that:
 - Are false or misleading;
 - Contain offensive, defamatory, or discriminatory language or imagery;
 - Advocate for or against any religion or political position;

- Interfere with the District's activities, disrupt operations, or undermine the purpose of any event or facility.
- d. Advertising may be placed in the following areas, subject to District approval:
 - Banners, signs, and digital displays within the recreation center.
 - Printed materials including, but not limited to, league schedules, flyers, and promotional materials.
 - Uniforms and equipment for District-sponsored leagues or teams.
- e. Digital advertising (e.g., on the District's website, social media, and email communications) may be offered to Sponsors as part of an agreed-upon sponsorship package.

4. Duration and Termination

- a. Sponsorship agreements may be entered into for periods not exceeding one year, with the option for renewal upon mutual agreement of the parties.
- b. The District reserves the right to terminate a sponsorship agreement at any time if:
 - The Sponsor violates any term of this Policy or the sponsorship agreement;
 - The Sponsor's activities or advertising content are found to conflict with the District's mission or values, or violate community standards;
 - The District determines that continuing the sponsorship is no longer in the best interest of the community.

5. Fee Structure

- a. Sponsorship fees shall be determined based on the size, scope, and location of the advertising, as well as the duration of the agreement.
- b. The District will maintain a fee schedule that shall be reviewed and updated annually based on market rates, demand, and District needs.

6. First Amendment Compliance

- a. The District reserves the right to exercise editorial discretion over the content of all sponsorship materials and advertising, consistent with the First Amendment and related legal restrictions.
- b. The District does not intend to create a public forum for all types of speech or expression through its sponsorship program. Advertising space will be considered a limited public forum and subject to viewpoint-neutral regulations.
- c. The District retains the authority to reject or remove any advertising content that:
 - Violates the terms of this Policy or applicable laws;

- Disrupts District operations or the intended purpose of its facilities or events;
or
- Is deemed inconsistent with community values or the District's mission.

7. Conflict of Interest

- a. District employees, officials, or their immediate family members may not personally benefit from any sponsorship agreements.
- b. Any potential conflicts of interest involving the District or its staff must be disclosed and resolved in accordance with State law.

8. Non-Endorsement

- a. Sponsorship of any event or facility by a commercial entity does not constitute an endorsement of the Sponsor's products or services by the District.
- b. No Sponsor may suggest or imply, through advertising or any other form, that their participation in the sponsorship program equates to an endorsement by the District.

9. Miscellaneous

- a. This Policy may be revised at any time by the District's governing board to reflect changes in laws, community standards, or operational needs.
- b. All sponsorship agreements and materials must comply with applicable state and federal regulations, including but not limited to those concerning advertising, public health, and public decency.

Effective Date: This Sponsorship Policy shall become effective on 9/9/24 by the District's Board of Trustees.