

# JAMES CITY COUNTY PARKS & RECREATION SPONSORSHIP POLICY\*



The James City County Department of Parks & Recreation seeks to broaden the Department's revenue stream with the sale of sponsorships.

Sponsorships are monetary or in-kind products and/or services offered by organizations with the clear expectation that an obligation is created to return something of value to the sponsor. Based on the level of sponsorship, this value typically takes the form of public recognition, publicity, advertising and/or naming rights, which highlight the contribution of the sponsor and/or the sponsor's name, logo, message, products or services.

Opportunities for sponsorships will be accepted on a first-come, first-serve basis determined by established deadlines and/or quantities available. The Department reserves the right to limit the number of sponsorships.

## Criteria for Participation:

1. The mission, vision and values of a participating organization will not conflict with the mission, vision and values or best interests of the Department and James City County.
2. Organizations that practice or promote activities in violation of federal, state or local law are prohibited from participation.
3. Political sponsorships of any kind are prohibited, including endorsements by a political figure.
4. Organizations promoting the use of drugs, alcohol or tobacco are prohibited from participation.
5. Organizations that deal in goods/businesses/services that are inappropriate for promotion to a family audience are prohibited from participation.
6. Participants cannot limit the Department's ability to seek other participants.
7. Exploitation of citizens or James City County staff is prohibited.
8. Participants may not condition their participation on the Department meeting certain performance standards.

\*This online document summarizes our sponsorship rules and regulations as set forth in Sections I and II of our Sponsorship Policy. For more information, contact Joy Johnson at 757-259-5394 or [joy.johnson@jamescitycountyva.gov](mailto:joy.johnson@jamescitycountyva.gov).