



Creve Coeur Parks & Recreation  
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# PARKS SPONSOR PROGRAM

2019 COMMUNITY

INVOLVEMENT OPPORTUNITIES

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# CREVE COEUR, MISSOURI

## THE HEART OF COMMUNITY & COMMERCE

### City of Creve Coeur Parks & Recreation

#### CREVE COEUR PARKS & RECREATION MISSION

Better health, community connections and fun are just a few examples of how Creve Coeur residents benefit from Parks & Recreation services. Our mission is to deliver a variety of recreation programs and services that encourage health, fitness, relaxation and citizen involvement while promoting a strong sense of community for residents of Creve Coeur.

#### SERVING 18,000 CREVE COEUR RESIDENTS THROUGH QUALITY PROGRAMS & EVENTS

Each year, fees and taxes fund the operational expenses required to make programs possible and parks & facilities to succeed. Additional support from our business community will allow our offerings to be even better. By partnering with Creve Coeur Parks and Recreation, you will help provide additional events to the community, enhance current programs, fuel an active and healthy community and enrich the lives of our residents.

#### WITH PARKS AND RECREATION, THE BENEFITS ARE ENDLESS

With a menu of activities and sponsorships that can fit any budget and reach a variety of audiences, the benefits of sponsorship are easily accessible to any business. Your partnership with Creve Coeur Parks & Recreation allows you to reach all of our residents and their guests while demonstrating positive corporate citizenships and increasing your visibility in the community.

#### ACT TODAY TO STRENGTHEN TOMORROW

Take advantage of our first partnership opportunities to get fresh exposure to your customers while building a stronger, healthier, more active community. Contact me today to secure your partnership.

Jason Valvero

Director of Recreation

314-872-2570

[jvalvero@crevecoeurmo.gov](mailto:jvalvero@crevecoeurmo.gov)

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# CREVE COEUR PARKS & RECREATION SPONSOR PROGRAM GUIDELINES

The following community activities and events are available for sponsorship:

## COMMUNITY & FAMILY EVENTS

### HEART TO HEART 5K RUN/WALK & 10K RUN

*June 1, 2019: The biggest event of the year, this event plays host to approximately 300 runners and walkers and is a fundamental part of program development for Creve Coeur Parks & Recreation.*

**Friends of the Run - \$100+:** Your name included on flyers at event, and recognition during event announcements. You will also receive one (1) event t-shirt.

**Bronze Sponsor - \$300+:** All Friends of the Run Sponsor benefits PLUS company name included on printed promotional material and recognition during event announcements. You will also receive five (5) event t-shirts.

**Silver Sponsor - \$500+:** All Bronze Sponsor benefits PLUS company logo on printed materials & t-shirts and display of banner (up to 4' x 6') provided by company at event. You will also receive seven (7) event t-shirts.

**Gold Sponsor - \$750+:** All Silver Sponsor benefits PLUS table at event. You will also receive 10 event t-shirts.

**Platinum Sponsor - \$1,000+:** All Gold Sponsor benefits PLUS promotional material in participant information bags. You will also receive 30 event t-shirts.

**Diamond Sponsor - \$3,000+:** All Platinum Sponsor benefits PLUS logo and link on website and recognition as Heart to Heart sponsor on department webpage. You will also receive 50 event t-shirts.

### SUMMER CONCERT SERIES

*June 13, July 11 & August 8, 2019: A concert in Creve Coeur parks will delight families and offer an alternative evening out. Sponsorship below is for one (1) concert.*

**Top-20 Sponsor - \$250+:** Company name on signage at event and recognition at event.

**Chart-Topper Sponsor - \$500+:** All Top-20 Sponsor benefits PLUS company logo on printed promotional material and display of banner (up to 4' x 6') provided by your company at the event.

**Gold Sponsor - \$1,000+:** All Chart-Topper Sponsor benefits PLUS recognition on website and promotional table staffed by your company at the event.

**Double-Gold Sponsor - \$2,000+:** All Gold Sponsor benefits PLUS your logo on the City webpage and mentions in social media promotions.

**Platinum Sponsor - \$3,000+:** All Double-Gold Sponsor benefits for all three (3) concerts.

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# CREVE COEUR PARKS & RECREATION

## SPONSOR PROGRAM GUIDELINES

### FARMERS AND ARTISTS MARKET

*Saturdays May 4 – September 28, 2019: After another successful year, this weekly market will continue to connect residents with local growers and producers. Sponsor's dollars will support both operations of the market and weekly special events.*

**Supporting Sponsors - \$250+:** Company logo on City webpage.

**Corporate Friends - \$500+:** Supporting Sponsor benefits PLUS company name on the sponsor board displayed on market days and a market booth to distribute promotional material at a total of five (5) market days.

**Advocate Sponsors - \$750+:** All Corporate Friends Sponsorship benefits PLUS company logo on sponsor board displayed on market days, opportunity to be named sponsor of two (2) special events, market booth to distribute promotional material at a total of ten (10) market days.

**Presenting Sponsor - \$1,000+:** All Advocate Sponsor benefits PLUS the opportunity to be named sponsor of five (5) special events, market booth to distribute promotional material at a total of fifteen (15) market days, company logo displayed on a 3' x 5' banner (provided by company) at the market.

## GOLF COURSE

### GOLF TOURNAMENT SPONSORSHIP

*The Creve Coeur Golf Course hosts several tournaments throughout the year giving you opportunity to get your organization out in front of the golf community. The major events this year will include the Master's Mayhem on April 13 and the Chili Bowl on November 2. Sponsorship is good for one (1) tournament.*

**Hole Sponsor - \$50+:** Hole sponsorship sign at designated tee box.

**Par Sponsor - \$150+:** Includes one (1) player fee, sign at designated hole and give-away items in player packages.

**Birdie Sponsor - \$250+:** Includes all Par Sponsor benefits PLUS one (1) additional player fee (total of two), recognition at dinner & awards ceremony and display of banner (up to 4' x 6') provided by company.

**Eagle Sponsor - \$500+:** Includes all Birdie Sponsor benefits PLUS two (2) additional player fees (total of four), logo on in-cart signage and name listed on all printed promotional material.

**Ace Sponsor - \$1,000+:** Includes all Eagle Sponsor benefits PLUS company logo on all promotional material, beverage cart and logo on Creve Coeur Golf Course website as Ace Sponsor.

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# CREVE COEUR PARKS & RECREATION SPONSOR PROGRAM GUIDELINES

## ANNUAL HOLE SPONSORSHIP

*The Creve Coeur Golf Course offers a great opportunity for your company to sponsor one of the nine holes of the course. The sponsorship is a 12-month commitment from the date the sponsorship is signed. The sign will be placed on the hole yardage post. The sign will be 18 inches wide by 12 inches tall and will be made of high density urethane with your logo or company name printed on it.*

**Tier One - \$1,500+:** Hole Sponsor and 4 rounds of golf with cart.

**Tier Two - \$2,000+:** Hole sponsor, email blasts, name recognized at tournaments and 12 rounds of golf with cart.

**Tier Three - \$3,000+:** Hole sponsor, website recognition, email blasts, name recognized at tournaments and 25 rounds of golf with cart.

## CUSTOM SPONSOR PACKAGES

*Is your company or organization looking for a complete array of events to sponsor? Let us provide you with a custom sponsor package that will include discounts for your volume purchase!*

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# CREVE COEUR PARKS & RECREATION SPONSOR PROGRAM GUIDELINES

## Parks Sponsor Program Guidelines

Creve Coeur Parks & Recreation (CCPR) has designed a sponsor program that will enhance our ability to deliver parks and recreation services by seeking partners whose products and businesses are consistent with and appropriate to CCPR mission and lines of business.

These guidelines are designed for businesses entering into sponsor agreements. Sponsorships are not to be confused with corporate donations or gifts for which there is no recognition or compensation. These guidelines are not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the corporation and where no business relationship exists. These guidelines are designed to provide a benefit to everyone in our community without diminishing the public image of CCPR facilities and programs.

In addition to supplementing City Ordinance Section 130.070, the purposes of this guideline is to:

- (1) Clearly state that these partnerships do not constitute a public forum for communication and debate. The rights granted by the partnerships are established and retained at CCPR discretion. CCPR reserves the right to amend these policies and standards at any time. Any revisions or amendments to this policy will be in writing and supplied to all advertising contractors;
- (2) To outline the guidelines and procedures for entering into partnership agreements consistent with CCPR's mission;
- (3) To recognize that partnerships provide an effective means of generating new revenues and alternative resources to support CCPR facilities and programs.

### **DEFINITIONS**

- A. "City" means City of Creve Coeur, a political subdivision of the State of Missouri.
  - B. "Director" is the Director of the Creve Coeur Parks and Recreation Department, or his or her designee.
  - C. "Partnership Packages" Partnership packages have been created for purposes of providing guidance and direction for potential sponsors and the City. It is understood and expected that minor adjustments may be made as necessary to meet City's and Sponsor's specific needs subject to conformity with restrictions, standards and guidelines set forth in this policy.
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# CREVE COEUR PARKS & RECREATION

## SPONSOR PROGRAM GUIDELINES

### POLICY

- A. **Intent.** It is the intent of CCPR to encourage sponsorships that foster a family friendly image/environment. It is the policy of CCPR that sponsorship agreements will exist in accordance with guidelines, criteria and procedures set forth in this policy.
  - B. **Sponsorship Restrictions, Standards and Guidelines.** Sponsorships are accepted on a first-come, first-served basis. In addition to the terms and conditions set forth in each Sponsorship Package, the following restrictions, standards and guidelines shall apply:
    - a. **Prohibited Industries and Products.** In general, the following industries and products are not eligible for sponsorships with CCPR: Police-regulated businesses; companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography; adult night club sponsors; political organizations;
    - b. **Message Content.** Sponsorships on City property are maintained as a nonpublic forum. The City intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages. The City may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship recognition message. The City will not deny sponsorship opportunities on the basis of the potential sponsor's viewpoint. Advertisers and advertising agencies are liable for all contents of advertisements including copy, representation and illustrations.
  - C. **Sponsorship Criteria.** At a minimum, City Ordinance Section 130.070, Subsection(C)(3) and the following criteria will be taken into consideration when evaluating compatibility of a sponsorship proposal; in all cases, the Director, City Administrator and/or the City Council as outlined herein will have the prerogative to accept or reject a proposal:
    - a. The compatibility of the corporation's products, customers and promotional goals with CCPR Mission;
    - b. The desirability of association with the image;
    - c. The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation;
    - d. Community support for, or opposition to, the proposal;
    - e. The operating and maintenance costs associated with the proposal.
  - D. **Process of Selling Sponsorships.** The following process shall be followed in selling sponsorships:
    - a. All solicitations will occur in accordance with City Ordinance Section 130.070, Subsection (C)(4);
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# CREVE COEUR PARKS & RECREATION

## SPONSOR PROGRAM GUIDELINES

- b. The cost of each Sponsorship Package will be based on the value of the exposure and the amount of benefits that are received by the potential sponsor for each sponsorship (see proposed sponsorship packages);
- c. All details involved with a Sponsorship Package will be approved by the Director and others as outlined herein;
- d. The City reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written Sponsorship agreements. All Sponsorship placed without a signed agreement is subject to rates that apply at the time of publication.
- e. All billing for the sponsorship fees will be processed through CCPR.

### E. **Sponsorship Program and Administration.**

- a. **Administration.** CCPR Director shall be responsible for the daily administration of CCPR sponsorship program, in a manner consistent with these guidelines.
- b. **Procedure.** The Director shall review each potential sponsor to determine whether the Sponsor falls within the adopted standards and guidelines. Depending upon the annual value of the sponsorship, the following steps shall then commence:
  - i. Single Sponsor seeking to enter into agreement for sponsorship(s) with an individual or accumulative annual value of not more than \$1,500 shall commence as follows in accordance with City Ordinance Section 130.070, Subsection (C)(1):
    1. The Director shall make recommendation to the City Administrator for approval based on compatibility with the adopted restrictions, standards and guidelines set forth in this policy.
    2. The City Administrator will review the sponsorship proposal to confirm/determine whether the Sponsor meets the adopted restrictions, standards and guidelines set forth in this policy.
    3. Ultimately, both the Director and the City Administrator shall each render a final decision to deny or approve the sponsor providing a brief statement of finding(s) in support of decision rendered. The Sponsorship shall not commence in the event that either the Director or the City Administrator deny the sponsorship.
  - ii. Single Sponsor seeking to enter into agreement for sponsorship(s) with an individual or accumulative annual value of \$1,501 or greater shall commence as outlined in above Section E (2) and are subject to approval of the City Council as outlined in Section F **Approval, City Council** as follows in accordance with City Ordinance Section 130.070, Subsection (C)(2):



# CREVE COEUR PARKS & RECREATION

## SPONSOR PROGRAM GUIDELINES

- F. **Approval, City Council.** Upon joint review and compatibility approval of both the Director and the City Administrator, the Director shall prepare and present said findings in the form of a recommendation to the City Council for consideration. Specifically, the Director shall seek authorization/approval by resolution of the City Council to enter into said sponsorship agreement on behalf of the City. Upon the approval of the City Council, the Director shall commence with entering into a formal agreement with the sponsor, consistent with the Sponsorship Program, Creve Coeur City Ordinances as specified, on behalf of City of Creve Coeur.
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## Creve Coeur Parks & Recreation SPONSOR AGREEMENT

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Contact Person

Title

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Sponsor Name (as you would like it displayed)

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Address

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City

State

ZIP

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Phone #

Email

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Website Address

Facebook Page

Event	Sponsor Level

**The advertiser represents that they are fully authorized & licensed to use:**

- a. The names, portraits and/or pictures of persons;
- b. Any copyrighted or trademarked materials;
- c. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any City publications and that such advertisement is neither libelous or defamatory, an invasion of privacy or otherwise unlawful to any third party.

**Hold Harmless.** The advertiser agrees to indemnify and hold harmless the City, its Parks and Recreation Department, its elected and appointed officials, employees and volunteers from and

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against all claims, losses, liability, damage and/or expenses arising from sponsorship agreements and advertising except to the extent arising from the City's breach of contract or negligence.

This Agreement is subject to the terms and conditions of the Creve Coeur Parks Sponsor Program, receipt of which is hereby acknowledged. This Agreement is not valid unless signed by both the Sponsor and the City. This Agreement shall be void unless funds are received by the due date indicated below. Sponsor solely responsible for delivery of all materials in a timely manner.

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Sponsor Name

Title

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Sponsor Signature

Date

Approved for the City subject to receipt of applicable funds by \_\_\_\_\_ (due date).

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City of Creve Coeur

Title

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City of Creve Coeur Signature

Date

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