

CITY OF MELROSE
SPONSORSHIP POLICY

I. Purpose and Applicability

The purpose of this policy (Policy) is for the City of Melrose (City) to set the standards, guidelines, and approval criteria for solicitation, consideration, and acceptance of sponsorships. The City maintains said sponsorships are a non-public forum and exercises sole discretion over who is eligible to become a sponsor.

This policy applies to any private individual, organization, business or other outside entity's direct sponsorship of a City Department, Board, Commission, Committee ("City") provided or run event, program, and/or service. This Policy will also apply if a Department, Board, Commission, or Committee uses an agent to seek out or arrange a sponsorship on its behalf.

This policy does not generally govern advertising, gifts, grants, or donations, nor does it apply to the School Department of the City of Melrose which has policies established through the Melrose School Committee. Specifically, this Policy will also not normally apply to donations made to the City where the contributor seeks no credit, publicity or benefit in return. A donor's name or list of donors for a given event/program/service may be on display or included in publicity if the City chooses to do so by way of thanks.

II. Definitions

A **sponsorship** is a financial or in-kind support by a third-party, person or entity ("outside entity") for a City program, project, event, site, or service, in exchange for which the City may permit certain tangible or intangible benefits such as:

- a. acknowledge the sponsor and the sponsor's contribution;
- b. grant to the sponsor the right to certain marketing opportunities;
- c. permit the sponsor to promote its investment with the City and association with a City program, project or event.

Generally speaking, it is a business relationship in which the City and the outside entity exchange goods, services and/or financial remuneration for the public display of an agreed-upon sponsorship recognition message.

III. Criteria for Approval of Sponsorships

Since a sponsorship affiliation may affect the reputation of the City among its residents and its ability to govern effectively, the City acting through its Mayor retains the sole and final decision-making authority for determining the appropriateness of a sponsorship association and reserves the right to refuse any offer of sponsorship. All offers of sponsorship will be reviewed in accordance with this Policy.

(a) Restrictions on Eligibility. Any proposal for sponsorship in which the involvement of an outside party would, or may be perceived to be, incompatible with the City's goals, values, or mission or the public interest will be ineligible for a sponsorship. Without limiting the foregoing, the following industries and/or products are not eligible for sponsorship agreements with the City:

- a. Parties involved in any state of negotiations for City employment or contract, other than an agreement relative to sponsorship;
- b. Alcohol, Marijuana, or Tobacco products;
- c. Political and policy issues, candidates and campaigns;
- d. Profanity, obscenity and hate speech;
- e. Sexually oriented products, activities, or materials;
- f. Depiction in any form of illegal products, activities or materials; and
- g. Any message that may adversely impact the mission, image and values and goals of the City.

(b) Criteria for Review of Sponsors and Offers of Sponsorship

No potential sponsor and no offer of sponsorship will be approved that might compromise the public trust or the public's perception of the City's ability to act in the public interest, or that the City deems might have a negative impact on its mission, image or values.

The following non-exclusive criteria shall be considered in evaluating every offer of sponsorship:

The extent and prominence of the sponsorship recognition message.

1. The aesthetic characteristics, quality or safety, or impact on enjoyment or use by the public, of communications to the public regarding the sponsorship.
2. The importance of the sponsorship to the mission, values and image of the City.
3. The level of support proposed to be provided by the sponsor.
4. The cooperation necessary and degree of support from City departments or employees to implement the sponsorship.
5. Whether the sponsorship creates, or may give the appearance of, a conflict of interest for the City and its officers, boards, departments, or employees; and
6. Other factors that might affect or undermine the public trust or public confidence in the City's impartiality or interfere with the efficient delivery of City services or operations, including, but not limited to; the potential for the sponsorship to tarnish the City's reputation or standing among its citizens, or the potential to otherwise impair the ability of City to govern its citizens, or distract the City and its officers and employees from its mission.

(c) Process for Developing, Seeking, and Obtaining Approval of a Sponsorship

No departments, boards, committees, commissions or other officers, employees or agents acting directly on behalf of the City of Melrose shall agree to sponsorships with outside entities without first having received prior written approval of the Mayor and having followed the process identified below.

The general procedure for seeking, developing, and obtaining approval of sponsorships will be as follows:


- a. Define scope of any sponsorship opportunity for a program, event, or project, including a description of the community need, financial goals and general marketing strategy.
- b. Send a drafted sponsorship proposal to the Mayor's Office for approval. The department/board/ committee/commission shall work with the Mayor's Office in conjunction with the City Solicitor to determine how best to issue the advertisement for sponsorship on an equitable basis to the community as a whole. All procurement relative to sponsorships must comply with Massachusetts General Law Chapter 30B and the department/ board/ committee/ commission must advertise a request for sponsorship, when required by law in the way specified under G.L. c. 30B.
- c. Provide public access to information about available sponsorship opportunities in order to create an open and fair process.
- d. The relevant department/board/committee/commission shall review and analyze all responsive proposals received to the advertised request for sponsorship pursuant to this Policy.
- e. Send all responsive proposals to the Mayor's Office for approval consistent with this Policy.
- f. Upon approval of the Sponsorship, the City and Sponsor will enter into a Sponsorship Agreement on a form provided by the City Solicitor.

(d) Sponsorship Recognition Messages

The City reserves the right and discretion to exercise full control over the placement, content, appearance and wording of all sponsorship messages. The City shall not make any statements that directly or indirectly advocate or endorse a sponsor, their products, or services. No materials or communications, including, but not limited to print, video, internet, broadcast, or display items developed to promote or communicate the sponsorship using City's name, marks, or logo, may be issued without written approval from the Mayor or designee(s).

(e) Disclaimer

Establishment of a sponsorship does not constitute endorsement of that sponsor's goods, services, organization or products. At the discretion of the City, all advertisements or marketing materials on City property, or as authorized under any City contract, shall include the following language: "The views expressed in this advertisement do not necessarily reflect the views of the City of Melrose. This advertisement does not constitute an endorsement by the City of Melrose."

Adopted : 5-31-2023
By: 
Paul Brodeur, Mayor