

**GUIDELINES FOR THE SPONSORSHIP OF THE NAME  
OF SELECTED PUBLIC FACILITIES  
City of Fort Pierce, Florida  
FINAL DRAFT revised 5/21/22**

**Purpose**

The purpose of these guidelines is to establish a systematic and consistent approach for the sponsorship of the name of selected public facilities in the City of Fort Pierce, including an enterprise fund facility (a fee is charged to external users for goods or services), park, object, location, or program.

The distinctive characteristic for this type of naming rights is that the buyer gets a marketing property to promote products and services, promote customer retention and/or increase market share for a defined period of time consisting of a minimum of 3-5 years and a maximum of 20 years and for a specific amount of money.

Names can be as a presenting sponsor, which attaches the name to the traditional name, or as a title sponsor, which replaces the original name with the sponsored one. The purchaser of the naming rights may choose to donate those rights to an outside organization that is approved by following these guidelines.

Sections within the overall facility, specialized areas, or amenities may be separately sponsored and have a name different from that of the larger facility.

**Objectives**

- Ensure that given names to these facilities are consistent with the values and character of the City.
- Encourage public input opportunities for the sponsorship of these facilities.
- Provide an opportunity for the City to enter into sponsorship agreements for the purpose of optimizing non-tax revenue sources. City staff may solicit such sponsorship agreements as RFPs or receive an Unsolicited Proposal. Sponsorships must be paid per the agreement within 30 days.
- The City will not relinquish to the sponsor any aspect of the City's right to manage and control the City's assets or facilities.
- All sponsorship agreements are to be reviewed by the City Attorney's office prior to finalization to ensure that the City's legal interests are protected.

**Criteria**

The practice of the City of Fort Pierce is to name these facilities through an adopted process utilizing the above objectives, emphasizing community values and character, local and national history, geography, the environment, civics, and service to the City of Fort Pierce. Therefore, the following criteria shall be used in determining the appropriateness of the sponsored naming designation:

- Sponsors may be a Corporate entity, or any entity or individual that would benefit from this marketing approach.
- The following industries and products are not eligible to sponsor public facilities: police-regulated businesses; faith-based and political organizations; companies whose business is substantially derived from the sale of alcohol, tobacco, firearms, or adult use of a sexual nature.
- All advertising designs will be reviewed in detail and must comply with City standards to be approved. The following standards for advertising are examples of what will not be displayed:
  - If false, misleading, or deceptive.

- Relates to an illegal activity.
- Is explicit sexual material, obscene material, or material harmful to minors.
- Advertises tobacco products.
- Includes language, which is obscene, vulgar, profane, or scatological.
- Depicts violence and/or anti-social behavior.
- Is specific to religious or political beliefs.
- The sponsorship program does not apply to:
  - Philanthropic contributions, gifts, grants, or unsolicited donations in which no commercial and/or marketing benefits of being associated with one or more of the City's activities are granted to the sponsor.
  - Funding obtained from other governmental entities through formal grant programs.
  - City sponsorship support of external projects where the City provides funds to an outside organization.
  - In-kind contributions or monetary contributions from independent foundations or registered charitable organizations through their granting or giving programs.
  - In-kind contributions or monetary contributions from entities making such contributions with funds made available to them by the City.
  - Rent fees, and/or other compensation received by the City from third parties who lease, license, or use City property for their own activities, including, but not limited to, the use of City recreational facilities by athletic organizations.
- The City may revoke, suspend, or modify any sponsorship agreement as necessary to comply with laws, to ensure the safety and convenience of the public, and to effectuate the City's goals and objectives. In the event an organization that has received a sponsorship is acquired by or merged into another organization, the City reserves the right to discontinue the existing sponsorship. Refunds may be granted at the sole discretion of the City Manager.

## Procedures

The steps to sponsor the name of a selected public facility include but are not limited to:

1. Initiation of a request for applications to sponsor. This can be initiated by the City of Fort Pierce (including organizations within) through the RFP process, or by a potential sponsor through the Unsolicited Proposal process. A "Sponsorship Application Form" has been provided to initiate the process.
2. Initiate a call for sponsors if deemed appropriate with a deadline for submission of applications within 30 days.
3. Applications submitted to the City Clerk for each nomination by potential sponsors.
4. Review of application/s from potential sponsors by the Purchasing Department according to Objectives and Criteria above as well as the RFP or Unsolicited Proposal process.
5. All vetted applications presented to the Commissioners with notes from the review.
6. Commissioners approve/deny the application/s by vote at a Commission Meeting. If approved, a final Sponsorship Agreement will be produced and executed by the City Attorney.