



Advertising and Sponsorship Policy

Revision #	1
Implementation Date	03/06/2014
Last Reviewed/Update Date	11/09/2023
Resolution #	31657

Page #

1 of 3

1. Purpose

The City's programs, events, services, and facilities play an important role in providing a high quality of life for the Marion community. Advertising and sponsorship partners can assist the City in funding these important amenities and can provide valuable exposure to local businesses.

The purpose of this policy is to establish guidelines so that the City of Marion can solicit advertising and sponsors as a means to offset the costs of City-produced programs, events, and publications.

2. Definitions

Sponsorship: a mutually beneficial partnership between the City and another business or organization, in which the business/organization provides in-kind goods or services and/or financial support in exchange for sponsor recognition and marketing exposure.

3. Applicability

This policy applies to all City of Marion departments and divisions and to all events, programs, publications, or other circumstances in which the City uses advertising or sponsors.

This policy does not apply to:

- Gifts or unsolicited donations to the City in which there is no business relationship or sponsor benefits provided to the sponsor.
- Funding obtained through a typical grant application process.
- Third parties who lease property or hold permits for activities, such as athletic team organizers.

4. General

Advertising/sponsorship levels and exposure shall be determined by the department that produces the event, program, or publication. Prevailing rates for similar opportunities, event expenses, and tangible/intangible sponsor benefits should be considered.

An advertising/sponsorship agreement does not give up the City's right to manage its events, programs, or venues. Advertising and sponsorship shall not interfere with the City's events, programs, or venues or prevent the public enjoyment thereof.

Any advertising/sponsorship agreement is intended to be consistent with all applicable City policies, as well as local, state, and federal laws.

Entering an advertising/sponsorship agreement does not endorse the product, services, or organization by the City.



Advertising and Sponsorship Policy

Revision #	1
Implementation Date	03/06/2014
Last Reviewed/Update Date	11/09/2023

Page #	2 of 3	Resolution #	31657
--------	--------	--------------	-------

City has sole discretion over who is eligible to become an advertiser/sponsor.

The City reserves the right to determine time, place, and manner of any advertising or sponsorship activities.

5. Criteria

The City of Marion reserves the right to deny sponsorship or advertising for the following reasons:

- Includes defamatory speech or false advertising.
- Implies or declares an endorsement by the City of Marion of any goods, services, or activities.
- Contains obscene material. Obscenity is defined as any communication, picture, image, or other matter that the average person, applying contemporary community standards, would find, taking the material as a whole, appeals to prurient interest whether it depicts or describes, in a patently offensive way, sexual conduct.
- Constitutes another form of illegal or unprotected speech.
- The request, application, or proposal is submitted past the deadline.

The City also reserves the right to remove advertising or a sponsor if the sponsor or advertising violates the advertising/sponsorship agreement, City policy, or any state, local, or federal law.

6. Process

City departments will oversee any advertising or sponsorship efforts for the programs, events, or publications specific to their department and are responsible for the fulfillment of advertising/sponsorship agreements.

When possible, departments are encouraged to first reach out to businesses and organizations that are located in Marion.

Advertisers/sponsors meeting the criteria outlined above will be accepted on a first-come, first-served basis.

For advertising/sponsorship valued at \$3,000.00 or higher, the advertiser/sponsor will enter into a formal written agreement. Agreements at other levels of advertising/sponsorship are encouraged.

Agreements created between the City/department and advertiser/sponsor shall include:

- the term of the agreement.
- an overview of both the benefits provided to the advertiser/sponsor and the benefits provided to the City.
- provisions for termination and/or refunds.
- timeline for which logo, camera-ready artwork and/or products, services or payment are



Advertising and Sponsorship Policy

Revision #	1
Implementation Date	03/06/2014
Last Reviewed/Update Date	11/09/2023

Page #	3 of 3	Resolution #	31657
--------	--------	--------------	-------

due.

- indication whether advertising/sponsorship is exclusive or open to other advertisers/sponsors.

Designated department staff will monitor decisions to accept or decline advertising/sponsorship requests to ensure consistency.

Designated department staff shall review all proposed advertisements and determine if the advertisement meets the criteria identified above.

If City staff declines an advertising/sponsorship agreement, a written notice outlining the reason(s) for the determination will be promptly provided to the business or organization. The advertiser/sponsor may appeal this decision to the department head.

The City reserves the right to control the quantity, quality and placement of advertising/sponsorship opportunities and possesses the final decision-making authority concerning whether or not to enter into an advertising/sponsorship agreement.

7. Disclaimer

The following disclaimer shall be included online or in publications where an advertising/sponsorship relationship with the City exists.

The City of Marion can solicit advertising/sponsorships as a means to offset the costs of City-produced programs, events, and publications. Entering into an advertising/sponsorship agreement does not constitute an endorsement by the City for the product, services, or organization. The City reserves the right to control the quantity, quality, and placement of advertising or sponsor opportunities. The City's Advertising and Sponsorship Policy shall be applied in a manner to regulate only time, place and manner of expression that is content neutral. The City possesses the final decision-making authority concerning whether or not to enter into an advertising/sponsorship agreement.

8. Questions

Any questions concerning the Advertising and Sponsorship Policy or related procedures or fees should be directed to the Events Coordinator.

Events Coordinator
1225 6th Ave
Marion, IA 52302
319-743-6300
events@cityofmarion.org