



MARIN COUNTY PARKS  
PRESERVATION • RECREATION

February 26, 2013



Board of Supervisors  
County of Marin  
3501 Civic Center Drive  
San Rafael, California 94903

**SUBJECT: REQUEST TO APPROVE SPONSORSHIP POLICY FOR MARIN COUNTY PARKS**

- OPEN SPACE DISTRICT
- REGIONAL PARKS & PATHWAYS
- COMMUNITY PARKS
- LANDSCAPE SERVICES

Dear Board Members:

Linda Dahl  
DIRECTOR & GENERAL MANAGER

**RECOMMENDATION:**

1. Approve Sponsorship Policy for Marin County Parks.

Marin County Civic Center  
3501 Civic Center Drive  
Suite 260  
San Rafael, CA 94903  
415 473 6387 T  
415 473 3795 F  
415 473 2495 TTY  
www.marincountyparks.org

**SUMMARY:**

Marin County Parks is funding construction of the Stafford Lake Bike Park through grants and private sources. Although more than 190 donors have contributed over \$40,000 for the park, that amount represents only five percent of the \$850,000 bike park construction cost. Several possible bike park sponsors have expressed an interest in providing significant funding for the bike park. In return for their substantial contribution, they are requesting certain recognition and benefit from their contribution.

Staff anticipates that private sector gifts increasing will become important to support capital improvements in Marin County Parks, as they have in public parks nationwide. Further, we believe that public acknowledgement of gifts can be appropriate if policies are in place guiding recognition. After researching sponsorship policies in many similar entities, staff has prepared the attached Sponsorship Policy related to Marin County Parks for consideration by your board. General criteria outlined in the policy will frame individual sponsorship agreements for specific recreation facilities, which will contain more specific conditions customized for individual facilities and gifts. In this broad Sponsorship Policy that shall apply to all individual agreements:

- Sponsorship shall be limited to "recreational facilities" with well-defined limits, such as playgrounds, swimming pools, formal ball fields, skateparks, bike parks, etc., and would not apply to Marin County Open Space District lands or facilities;
- Sponsorship agreements shall be for a specific period of time;

- Recognition of sponsor's name and logo on signs and plaques is permitted, but shall be consistent with character and aesthetic of the park;
- Sponsorships exceeding \$5,000 may be permanently memorialized at centralized park recognition areas when available;
- Sponsors may use the name "County of Marin" or "Marin County Parks" for promotional purposes when necessary to identify the location of a facility, and to identify a sponsor's partnership with these entities; and
- Sponsorship agreements exceeding \$10,000 require approval from your board.

As written, the policy would not be limited to Stafford Lake Bike Park, but would apply to other recreational facilities, as well. While state and federal funding for parks is in decline, this policy will join other similar policies currently in place nationwide to provide a new funding mechanism for park recreational facilities.

**FISCAL IMPACT:**

Approval of this item will permit sponsorship contributions of the Stafford Lake Bike Park and other park recreational facilities.

**REVIEWED BY:**       Dept. of Finance                       N/A  
                                   County Counsel                               N/A  
                                   Human Resources                               N/A

Principal Park Planner, Stephen Petterle, is the principal author of this report.

Respectfully submitted,



Linda Dahl  
 Director

LD/SP/kbl