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## Tukwila Pool Sponsorship Policy and Procedures

### 1.0. Purpose

The Tukwila Pool Metropolitan Park District (TPMPD) welcomes sponsorships from local business, corporations, families and individuals. The aim of sponsorship is to obtain funding or in-kind support to provide services and equipment that may not otherwise be available. The Board of Commissioners of the Tukwila Pool Metropolitan Park District (TPMPD) believes that pools play an essential role in the quality of life of our citizens and in this important function, the Pool should be supported through public funding. Therefore, sponsorship revenue should only be used to fund optional additional services or new, "start-up" services.

### 2.0. Guiding Principles

The following principles will guide the TPMPD in the solicitation and acceptance of gifts, grants or support to enhance or develop Pool programs and services:

- 2.1. All gifts, grants, and/or support must further the Tukwila Pool's mission, vision and values. They may not drive the Tukwila Pool's agenda, schedule, nor priorities.
- 2.2. All gifts, grants, and/or support must safeguard equity of access to Pool services. Sponsorship agreements must not give unfair advantage to any party, nor cause discrimination against any sectors of the community.
- 2.3. All gifts, grants, and/or support must protect the principle of intellectual freedom. Sponsors may not direct the selection of materials, nor require endorsement of products or services.
- 2.4. All gifts, grants, and/or support must ensure the confidentiality of user records. The Tukwila Pool will not sell or provide access to Pool records in exchange for gifts or support.
- 2.5. All gifts, grants, and/or support must leave open the opportunity for other actual or potential donors to have similar opportunities to provide support to the Tukwila Pool.
- 2.6. Sponsorships involving controlled substances, tobacco brands, weapons manufacturers, alcohol, gaming or gambling and adult entertainment companies are not permitted.

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### 3.0. Recognition and Acknowledgement

The Pool will ensure that each sponsor receives acknowledgement and to the degree that the donor agrees, public recognition. The following guidelines will be used in providing acknowledgement to, and recognition of sponsors:

- 3.1. A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors and a copy will be placed on file.
- 3.2. Any special recognition agreements will be stipulated in the letter.
- 3.3. Public acknowledgement of sponsorship in the Tukwila Pool's promotional materials will normally be restricted to a statement of the sponsor's name and a display of logo. Standards controlling the size format and location of such acknowledgment will be developed by the Director of Aquatic Operations, or the TPMPD, to ensure both consistency and quality of appearance. Such acknowledgement will not take precedence or have prominence over the Tukwila Pool's own logo or promotional material.
- 3.4. For gifts and/or sponsorships valued at over \$500, the Director of Aquatic Operations may submit a press release to local newspapers and/or publish an article regarding the sponsorship in their own newsletter if the sponsor is in agreement.
- 3.5. Acknowledgement of sponsorship may also take the following forms at the discretion of the Director of Aquatic Operations:
  - 3.5.1. Launch of a special program or media campaign to announce the gift.
  - 3.5.2. Sponsor's name on promotional materials.
  - 3.5.3. Small standardized plaques may be placed on donated furniture or equipment.
  - 3.5.4 In all cases, the type and scope of donor recognition required by the donor will be weighed against the benefits to the Tukwila Pool.

### 4.0. Approval

All gifts, grants or in-kind support given with special requirements must be approved by the Board of Commissioners. The solicitation of gifts, grants or in-kind support by Pool staff or the Tukwila Pool Advisory Committee and valued at over \$500 must receive prior approval of the Board of Commissioners.

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### 5.0. Authority for Implementation

The TPMPD reserves the right to make decisions regarding the implementation of each grant, gift, or offer of in-kind support. Purchasing decisions, including type of equipment, materials, furnishings, and other components of a gift will reside with the Director of Aquatic Operations. All details as to design of programs and allocation of resources will also reside with the Director of Aquatic Operations.