



City of Riverside
Parks, Recreation and Community Services
Acceptance of Corporate Sponsorships for Activity Guide Advertising

Effective Date: Tentative
Review Date: 01/01/2025
Prepared by: Gabriella Garcia

Approved:

Pamela M. Galera, Director

SUBJECT:

Acceptance of Corporate Sponsorships for Activity Guide Advertising

PURPOSE:

The purpose of this policy is to establish guidelines, standards, and procedures for accepting corporate sponsorships for the Activity Guide in exchange for advertising opportunities in the Activity Guide. All funding received will offset costs of design and print of the Activity Guide.

POLICY:

- I. The Parks, Recreation and Community Services Department (PRCSD) encourages and solicits corporate sponsorship opportunities for activity guide advertising to offset cost of production.
- II. Activity Guide Sponsorship ranges from \$2,500 for a quarter page, \$5,000 for a half page and \$10,000 for a full-page advertisement for agency. Advertisements will be limited to \$20,000 (2 page maximum) of sponsorship space to maintain the integrity of the Activity Guide.
 - a. The Recreational Deputy Director may elect to increase advertisement space in the guide as they see fit, as long as it maintains the integrity of the Activity Guide.
- III. Payments will be made to the City of Riverside for advertisements in Activity Guide.
- IV. In accordance with City of Riverside Corporate Sponsorship advertiser restrictions will be as follows:

- a. Parties not in full compliance with city ordinances and/or policies
 - b. Age restricted businesses when the target audience of the event or program is youth under the legal age required to consume the product being marketed.
 - c. Parties involved in a lawsuit with the City of Riverside.
 - d. Parties involved in any stage of negotiations for a city contract unless the contract is directly linked to a marketing partnership opportunity.
 - e. Political/partisan organizations that promote a campaign measure or candidate for public office.
 - f. Partnerships with religious organizations, companies or groups shall be permitted provided the terms of the partnership neither promotes religious messages, nor advocates for religious beliefs.
 - g. The City May elect to not enter into advertisement agreements with partners whose activities reflect or support the ethics and values that have been formally accepted by the City Council.
- V. Sponsorships of up to \$20,000 per a print will be approved and accepted the Parks, Recreation and Community Services Director and Assistant City Manager.
- VI. Sponsorships will be deposited into the Parks, Recreation and Community Services Administration Division Outside Printing Expense Account 5200000-425610 to offset design and print costs associated with the production of the Activity Guide.
- VII. Solicitation for sponsorships:
- a. The Parks, Recreation and Community Services Department will post opportunities for advertisements on the Department's Social Media Sites.
 - b. The PRCSO will reach out to organizations in regards to advertisement opportunities
 - c. The PRCSO will maintain a list of unsolicited inquiries in regards to advertisements in the Activity Guide
 - d. The PRCSO will develop a waiting list for who are interested after maximum spots have been filled.
 - e. All solicitations will be required to fill out an advertisement application form to be approved by the Parks, Recreation and Community Services Director and the Assistant City Manager

Attachments: Advertising Application Form

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