

6.0 PROCEDURE

6.1 Sponsorships of IDPR facilities or events may be recognized by undertaking the following actions:

1. Display the sponsor's name, logo, or products;
2. Display slogans that are an established part of the sponsor's identity;
3. Allow visual depictions or physical displays of the sponsor's products or services, if value neutral (i.e., do not contain qualitative or comparative descriptions of the sponsor's products, services, facilities or company);
4. Display brand names associated with sponsor.

6.2 Prohibited Sponsorship Arrangements:

1. Qualitative or comparative language;
2. Price information or indications of savings or value;
3. Endorsements by IDPR;
4. Inducements to buy (i.e., 10% off for event ticket holders);
5. Exclusivity Arrangements: It is permissible to agree that a sponsor shall be the exclusive sponsor of an event or facility but IDPR will not accept payment in return for allowing only sponsor's products to be sold at the sponsored event or facility.

6.3 Sponsorship Categories

1. **Type A: Event Sponsorship** Provision of funding for special events on IDPR property, typically lasting two (2) weeks or less. May include sponsorship displays during event and up to six (6) months in advance of event, depending on the scope of the event and approved by park manager.
2. **Type B: Specific Program Sponsorship**
Provision for funding for temporary and long-term programs at individual parks. May include sponsorship displays during duration of program.
3. **Type C: Department-level Program Sponsorship**
Provision for funding for temporary and long-term programs at state or regional level. May include sponsorship displays during duration of program.
4. **Type D: Facility Sponsorship**
Provision of funding for construction, reconstruction, or operations and maintenance of IDPR facilities. May include long-term or permanent sponsorship displays.

6.4 Sponsorship Approvals

1. **Type A:** These sponsorship agreements may be approved the park manager and reviewed by the region manager and Director if the sponsorship amount is for less than \$500. If the sponsorship value exceeds \$500, agreements must be approved by the director.
2. **Type B:** These sponsorship agreements may be approved by the Director if less than one year in duration.

- 3. Types B, C and D:** These sponsorship agreements lasting longer than one-year require Board approval. In evaluating and approving sponsorships the Director and Board will employ the following criteria:
1. The compatibility of the sponsor's products, customers, and promotional goals with IDPR's core mission of promoting the health, happiness, recreational opportunities and wholesome enjoyment of life of the people of Idaho through development and wise use of areas of scenic beauty, recreational utility, historic, archaeological or scientific interest;
 2. The sponsor's past record of involvement in public recreation projects;
 3. The desirability of association with the sponsor, including the sponsor's public image and reputation;
 4. The timeliness and readiness of the sponsor to enter into agreement;
 5. The value in cash, or in-kind goods or services, of the proposal in relation to the scope of the sponsored event, program or facility;
 6. The compatibility of the proposed display with the visual integrity of the affected state park and the experience of park visitors;
 7. The program, operation, or maintenance costs that may be incurred by IDPR in relation to the proposal.

6.5 Displays

The type, location, size, design, content and duration of any sponsorship display will be set forth in a sponsorship agreement, in accordance with the following broad guidelines:

1. All sponsorship materials, including but not limited to banners, signs, brochures, cards, posters, newsletter, labels, and "walk-away" products such as t-shirts, water-bottles, flying discs, etc., are subject to approval of IDPR corporate review committee;
2. The roles of responsibilities of the sponsor and IDPR for care, maintenance and operation of sponsorship displays will be clearly defined;
3. Sponsorship displays may not state or imply in any manner that IDPR or the State of Idaho endorse or favor the sponsor or its products or services.

7. SPONSORSHIP AGREEMENTS

7.1 All sponsorships will be memorialized in a sponsorship agreement. Sponsorship agreements may be (1) self-initiated by the potential sponsor, or (2) solicited by IDPR.

1. If initiated by a potential sponsor, the procedure is:
 1. Submission of a sponsorship proposal;
 2. Meeting with assigned IDPR staff;
 3. Drafting of sponsorship agreement;
 4. Approval by Director or Board.
2. Solicitation of sponsors by IDPR shall be done in an unbiased manner that assures equal opportunity for all potential sponsors. Solicitation shall be in the form of a request for sponsorship published on the IDPR website and appropriate media outlets.