

580 – Sponsorship

1. Purpose

The Tukwila Pool Metropolitan Park District (TPMPD) extends a warm invitation to local businesses, corporations, families, and individuals for sponsorships. Our sponsorship program aims to secure funding for in-kind gifts, which play a vital role in supporting services and acquiring equipment not readily accessible through regular means. Your contribution will directly enhance the overall quality of our facilities and programs. We appreciate your consideration in joining us as valued sponsors.

The TPMPD recognizes the pivotal role pools play in enhancing the quality of life for our citizens, constituting a vital community function. To ensure sustained support, the pool relies on public funding and may also seek sponsorship revenue. It is imperative to note that such sponsorship funds are earmarked exclusively for optional additional services or new startup initiatives, reinforcing our commitment to responsible and purposeful allocation.

2. Guiding Principles

The TPMPD is guided by the following principles in the solicitation and acceptance of gifts, grants, or in-kind support aimed at enhancing or developing Pool programs and services:

- 2.1. **Mission Alignment:** All gifts, grants, and/or in-kind support must align with the TPMPD's mission, vision, and values. They should not dictate the TPMPD's agenda, schedule, or priorities.
- 2.2. **Equity of Access:** All gifts, grants, and/or in-kind support must safeguard the equity of access to TPMPD services. Sponsorship agreements should not provide unfair advantages or promote discrimination within the community.
- 2.3. **Intellectual Freedom:** All gifts, grants, and/or in-kind support should uphold the principle of intellectual freedom. Sponsors cannot dictate material selection or demand endorsement of products or services.
- 2.4. **Confidentiality:** All gifts, grants, and/or in-kind support must ensure the confidentiality of TPMPD patrons, employees, and volunteers. The TPMPD will not exchange records for gifts or in-kind support.
- 2.5. **Equal Opportunities for Donors:** All gifts, grants, and/or in-kind support must allow other actual or potential donors the opportunity to provide similar support to the TPMPD.
- 2.6. **Prohibited Sponsorships:** Because the TPMPD supports and offers activities focusing on minors, sponsorships involving controlled substances, tobacco brands, weapons manufacturers, alcohol, gaming or gambling, and adult entertainment companies are not permitted.

3. Recognition and Acknowledgement

The TPMPD is committed to ensuring sponsors receive acknowledgment and, where agreed upon, public recognition. The following guidelines will be used in providing acknowledgement to, and recognition of sponsors:

- 3.1. **Acknowledgment Letter:** A letter of acknowledgment will be sent to all sponsors, and a copy will be kept on file for gifts, grants, and/or in-kind support.
- 3.2. **Special Recognition Agreements:** Any special recognition agreements will be clearly stipulated in the acknowledgment letter.
- 3.3. **Public Acknowledgement:** Public acknowledgment in promotional materials will typically include the sponsor's name and logo. Standards for acknowledgment formatting will be established to maintain consistency and quality, with the TPMPD's logo taking precedence.
- 3.4. **Press Release:** For gifts, grants, and/or in-kind support exceeding \$500, the TPMPD Director of Aquatics Operations (DoAO), District Administrator (DA), and/or Board Designee may submit a press release or publish an article with the sponsor's agreement.

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3.5. **Forms of Acknowledgement:** Acknowledgment may take various forms at the DoAO, DA, and/or Board Designee's discretion, such as launching special programs, featuring the sponsor's name on promotional materials, placing standardized plaques on donated items, or other forms aligning with the donor's wishes, weighed against the benefits to the TPMPD.

4. Solicitation

The solicitation of gifts, grants, or in-kind support by TPMPD patrons, employees, and volunteers, valued at over \$5000, necessitates prior approval from the TPMPD Board of Commissioners (BoC).

5. Approval

All gifts, grants, or in-kind support must undergo approval by the BoC.

6. Authority for Implementation

The TPMPD maintains the authority to make decisions regarding the implementation of all gifts, grants, and/or in-kind support. Purchasing decisions (including the type of equipment, materials, furnishings, and other components of a gift, grant, and/or in-kind support), design of programs, and allocation of resources will be guided by the DoAO, DA, and/or Board Designee in collaboration with TPMPD Stakeholders.