



REQUEST FOR PARTNERSHIP

KANSAS CITY, MISSOURI PARKS & RECREATION ADVERTISING & SPONSORSHIP

Scope

The City of Kansas City, Missouri Parks & Recreation (“KC Parks”) seeks to engage community partners to leverage the currently untapped advertisement and sponsorship potential of Kansas City Parks and Recreation Facilities (“PRF”) to support the sustainability, growth, and enhancement of KC parks, recreation facilities, programs, services, and attractions.

KC Parks invites businesses, individuals, and other interested entities ("advertisers or sponsors") to apply, stating their interest in advertising at and/or sponsoring PRF. The facilities available for sponsorship and advertisement are listed in the KC Parks Advertising and Sponsorship Information Packet, which is attached to this document, as well as at www.kcparks.org/advertise/sponsor.

How to Apply

Please submit applications using the online form at www.kcparks.org/advertise/sponsor, or by filling out the application included in the KC Parks Advertising and Sponsorship Information Packet, which can be found at the end of this document, as well as at www.kcparks.org/advertise/sponsor. Please send completed applications to Leslie Alford via email, fax, or mail (contact information below).

Deadline

Applications will be accepted on an ongoing basis, and a selection committee will meet at a minimum once per month to review all applications.

Contact

Leslie Alford, Communications and Development Manager
Kansas City Parks and Recreation
4600 E 63rd Street, Kansas City, Missouri, 64113
Email: Leslie.Alford@kcmo.org
Office: (816) 513-7519
Fax: (816) 513-7535

Definitions

Request for Partnership- An invitation by KC Parks for businesses, individuals, and other entities to submit applications expressing interest in advertising and/or sponsoring at Parks & Recreation Facilities (PRF). All applications are subject to subsequent discussions and reviewal by KC Parks selection committee.

Application - The application submitted by the business, individual, or other entity responding to the request gathers information regarding contact, desired location or facility, type of advertisement, and a maximum bid, should the selection committee determine the need for a competitive bidding process.

Advertising – Advertising, or advertisements, is the signage or graphical element that is to be placed in a designated, purchased space directly promoting the business, individual, or other entity who has bought said space.

Sponsorship – Sponsorship is financial or in-kind support from a business, individual, or other entity in exchange for the promotion of said sponsor's logo, message, or other form of recognition by KC Parks.

Selection

All applications will be reviewed and considered by a selection committee. To be considered, applications must meet the Advertising & Sponsorship Guidelines outlined below. KC Parks and its selection committee maintain the right to accept or reject an application when it believes it is the Department's best interest to do so, regardless of adherence to the guidelines.

The selection committee will meet at a minimum once per month to review all applications and consider those that meet all the guidelines required. The selection committee will consider: (1) whether the applicant and/or proposal meet the Advertising & Sponsorship Guidelines noted above; and (2) the applicant's and/or proposal's compatibility with the mission and services provided by KC Parks.

If KC Parks receives two or more applications for one available spot, the selection committee will move to a competitive bidding process where applicants' maximum bid, as indicated in application, will be considered.

Advertising & Sponsorship Guidelines

Advertisers and Sponsors must:

- Have compatible mission and values with that of KC Parks
- Respect the physical appearance of the facility in which they choose to advertise
- Have appropriate activity within the community, such as record of involvement with the community and an appropriate image
- Have community support
- Be timely and responsive in respects to their agreement and engagement with KC Parks
- Have a good overall value and not require too much cost for operation and maintenance of advertisement
- Allow KC Parks to have final approval of content, layout, colors, structure, and other design elements of the advertisement before it is put in place.

Advertisers and Sponsors cannot:

- Be involved in the production, distribution, or promotion of tobacco, firearms, or pornography.
- Have political, religious, or discriminatory intentions, values, or practices.
- Use profanity, obscenity, or hate speech in their advertisements.
- Promote illegal practices of any sort, gambling, or violence.
- Compromise the public trust or perception of KC Parks.
- Limit KC Parks in seeking other advertisers/sponsors.

- Exploit KC Parks or its employees.

Rejection of Proposals. The City reserves the right to reject any and all Proposals and to award one or more Contracts for all or any portion of the Project.

Best and Final Offers (BAFOs). The City reserves the right to request one or more best and final offers.

Termination of City Advertisement/Sponsorship

KC Parks reserves the right to terminate any agreement with an advertiser or sponsor if, in KC Park's sole discretion, continuation of the agreement is not in the best interests of KC Parks.

Consent to Use Advertisers/Sponsorships in City Photos

With the placement of advertising or sponsorship on KC Parks publications and/or in KC Parks facilities, advertisers and sponsors consent to the appearance of said advertising or sponsorship in photos taken of the publications or at the facilities, or other such media use.

Non-Use of Names

An approved advertiser or sponsor shall not use the names and brands of KC Parks [or the City of Kansas City, Missouri] without the express written consent of KC Parks [or the City of Kansas City, Missouri].

Delegation of Authority to City Administrator and Responsibility for Enforcement

The City Administrator or designee is hereby authorized to develop additional forms, rules, applications, and procedures as necessary to effectuate the purposes of this Policy. The KC Parks Board of Commissioners shall be responsible to the Governing Body for the enforcement of this Policy.



4600 E 63rd St
Kansas City, Missouri 64130
Phone: (816) 513-7500
Fax: (816) 513-7719
www.kcparks.org

**Kansas City, Missouri
Parks and Recreation Department
Advertising/Sponsorship Agreement**

Advertiser/Sponsor Name: _____
Contact Name: _____ Phone Number: _____ Fax: _____
Email address: _____
Mailing Address: _____ City: _____ State: ____ Zip: _____

This agreement shall become effective as of this date, the _____ of _____, 20____, and end
____ months from now, the _____ of _____, 20____.

As part of this agreement, all artwork shall be reviewed and have final approval by the KC Parks selection committee. All advertisements must be paid for by the advertiser/sponsor and delivered to KC Parks for installation at 4600 E 63rd Trafficway, Kansas City, Missouri 64130. Attn: Leslie Alford.

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KC Parks is responsible for all installation, maintenance, repair, and removal of the advertisement/sponsor, and any associated costs.

KC Parks reserves the right to refuse any advertisement/sponsor based on appropriateness or conflict of interest with our mission and values.

The City reserves the right to reject any and all Proposals and to award one or more Contracts for all or any portion of the Project. The City reserves the right to request one or more best and final offers.

All payment shall be addressed to Kansas City Parks and Recreation and sent within 1 month of notice of the signing of this agreement, OR [insert alternative agreed upon payment schedule].

By signing below, the advertiser/sponsor acknowledges that they have read and agree to: comply with the KC Parks Advertising & Sponsorship Guidelines; adhere to the payment procedure outlined above; and abide by all other requirements presented in the Request for Information/Proposals and this agreement.

Advertiser/Sponsor Contact Signature: _____ Date: _____

KC Parks Department Signature: _____ Date: _____