



Terms & Conditions of Sponsorship

Sponsorships are honored on a first-come, first-serve basis. Opportunities are available to any business or organization that would like to have exposure within the District and must follow the policy as stated below.

FIRST COME, FIRST SERVED

Sponsorship opportunities will be extended on a first-come, first-served basis, provided that the proposed sponsorship otherwise conforms with the policies as stated herein. Opportunities are limited to space availability; however, it is at the discretion of the District to expand the number of sponsors accepted for an event.

PAYMENT AND INVOICE TERMS

Sponsors will be invoiced within one week of receipt of the Sponsorship Commitment Form. All payments must be received no later than the first to occur of (a) thirty business days after receipt of invoice; or (b) two weeks prior to sponsored event date, unless otherwise agreed to in writing by Glen Ellyn Park District and sponsor. Full payment must be received prior to the sponsor receiving any benefits, including logo inclusion in event materials and/or the ability to setup a table at the event. Overdue payments will incur a \$25.00 late fee. If invoices are outstanding for more than 90 days, a collection process will be initiated.

REFUND AND CANCELLATION POLICY

Cancellation by Glen Ellyn Park District:

If Glen Ellyn Park District deems it necessary to cancel an event/activity and the event is not rescheduled, sponsors will receive a full refund of the sponsorship fee.

Cancellation of Sponsorship by Sponsor:

Cancellation of sponsorship must be received in writing at least sixty days prior to the sponsored event date. If no benefits have been received, the sponsor will receive a full refund. If benefits have been received or materials listing the sponsor have gone to print, no refund will be issued. Cancellations received after the cutoff date with a balance due will receive an invoice for the full sponsorship amount due.

RATE PROTECTION

The Glen Ellyn Park District reserves the right to revise sponsorship rates. However, this will not affect existing signed and written sponsorship agreements.

EVENT DAY

If a tabling/on-site opportunity is included in the sponsorship, sponsors must arrive within the setup window outlined in the day of event setup kit and are expected to stay for the duration of the event. Sponsors who arrive late may be denied entrance to the event. Sponsors must notify the Glen Ellyn Park District in writing at least fifteen days in advance of the event date if they will not be exhibiting, or the sponsor will incur a \$50 no show fee. Event setup kits will be sent at least 3 weeks in advance of the sponsored event date.

LOGO/MECHANICAL REQUIREMENTS

Submit logos to marketing@gepark.org with the following specifications:

- File types accepted are Illustrator, .eps, or a high-resolution PDF (with all fonts converted to outlines).
- For shirt logos, logo should be provided in one-color (black & white with no tints or screens).
- Logos saved as .doc, .xls, .ppt, or .pub will not be accepted.
- Logos should include a graphic element, company name, and an optional tagline only.

If a logo is received and is unusable due to format, design, quality or content, corrected artwork may be submitted prior to the deadline. All logos are subject to final approval by Glen Ellyn Park District.

CERTIFICATE OF INSURANCE

At times, Glen Ellyn Park District may require a Certificate of Insurance from the sponsor naming the Glen Ellyn Park District as additional insured. The certificate must be endorsed, and coverage must be adequate to be consistent with Glen Ellyn Park District policy.

PERMISSIBLE SPONSORS & MESSAGE CONTENT

Sponsorships on Glen Ellyn Park District property are maintained as a nonpublic forum. Glen Ellyn Park District intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages.

Glen Ellyn Park District may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship recognition message. Sponsorship from an organization that is engaged in any of the following activities, that has a mission of supporting any of the following subject matters, or that, in the sole discretion and judgement of the authorized representative of the Glen Ellyn Park District or Board of Park Commissioners, is deemed to be unsuitable for and contrary to community standards or appropriateness for government publications, shall be prohibited on any Glen Ellyn Park District property or in District publications:

- Promotion of the sale or consumption of alcoholic or cereal malt beverages; however restaurant or other food services establishments may be authorized when the commercial message or advertisement promotes only food services. Unless these establishments are related to a special event or District facility where alcoholic beverages are approved to consume.
- Promotion of the sale or consumption of tobacco products.
- Commentary, advocacy or promotion of issues, candidates, campaigns or organizations of a social, political, religious, or rhetorical nature.
- Depiction of any form of nudity or semi-nudity, profanity, obscenity or lewdness, or characterizations which suggest, depict or promote any such element or sexually oriented products, activities or materials.
- Promotion in any form of illegal drugs, illegal drug use or illegal drug materials, or characterizations which suggest or depict the promotion or glorification of any such products, activities or materials.
- Promotion of the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature.
- Use of language or descriptive material which taken in form and context is deemed to be unsuitable for and contrary to community standards of appropriateness for governmental or family publications
- Use of works, language, representations or descriptive material of any kind having more than one meaning or connotation, one of which would otherwise be prohibited under this Policy.
- Inclusion of materials, depictions, promotions or offerings which are the type prohibited by, or by their nature would violate, any postal restrictions or regulations or any federal, state, or local law, rule or regulation.
- Promotion of services that directly compete with District programs or events.
- Promotion of messaging that paints the District in a negative light.

PERMISSIBLE RECOGNITION MESSAGES

Sponsorship recognition messages may identify the sponsor but ordinarily should not promote or endorse the organization or its products or services. Statements that advocate, contain price information or an indication of associated savings or value, request a response, or contain comparative or qualitative descriptions of products, services or organizations will ordinarily not be accepted. Only the following content will be deemed appropriate:

- The legally recognized name of the sponsoring organization;
- The sponsor's organizational slogan if it identifies rather than promotes the organization or its products or services;
- The sponsor's product or services line, described in brief, generic, objective terms. Generally, only one product or service line may be identified;
- Brief contact information for the sponsor's organization, such as a phone number, address, or internet website. Contact information should be stated in a manner that avoids an implication or urging the reader to action.

Glen Ellyn Park District will not make any statements that directly or indirectly advocate or endorse a sponsor's organization, products or services. No materials or communications, including, but not limited to, print, video, internet, broadcast, or display items developed to promote or communicate the sponsorship using Glen Ellyn Park District's name, marks, or logo, may be issued without written approval from Glen Ellyn Park District.

GENERAL CONDITIONS

- Sponsors are solely responsible for obtaining necessary permission to use photographs, trademarks, trade names, copyrighted material or any other legally protected property and shall hold the Glen Ellyn Park District harmless for any such use, including all consequences or damages resulting therefrom. All commercial messages or advertisements shall be accepted and published by the Glen Ellyn Park District upon the representation that the agency or sponsor is authorized to publish the entire contents and subject matter thereof. Sponsor agrees to indemnify and hold harmless the Glen Ellyn Park District, its elected and appointed officials, officers, agents, employees, and volunteers against all damages, costs and expenses including, without limitation, attorney's fees resulting from any claim, action or proceeding alleging that the commercial message or sponsorship infringes on any copyright, violates any right of privacy or other personal or property right, constitutes libelous matter, plagiarism, unfair competition, unfair trade practice, infringement of trademarks, or other matter contrary to law or contains any formula or instructions injurious to the user of a sponsor's product.
- Sponsors assume liability for all content (including text, photographs, representations, illustrations, sketches, maps, labels, trademarks or other copyrighted matter) of sponsorship message printed or placed and also assume responsibility of any claims arising therefrom made against the Glen Ellyn Park District.
- The Glen Ellyn Park District is not liable for delays in publication of sponsorship messages in any event or for any reason, including acts of God, action by a governmental or quasi-governmental entity, lack of funds, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the Glen Ellyn Park District affecting publication or presentation of sponsorship in any manner.
- If an error or omission occurs in the publication or placement of any sponsorship message, the Glen Ellyn Park District's liability shall be limited to the amount of the reduction in the value of the sponsorship due to the error or omission, but in no event shall liability exceed the total cost payable for the sponsorship space.
- The words "a paid sponsorship", or some like term may be added to sponsorship messages that in the sole opinion of the Glen Ellyn Park District, might be confused with editorial matter.

COMPLIANCE WITH APPLICABLE LAWS AND PROTECTION OF GLEN ELLYN PARK DISTRICT PROPERTY:

Sponsor shall comply with all applicable federal, state, county, and local laws, plus rules and regulations in the conduct of its special event sponsorship activities. If sponsor will be placing structures, equipment, or signage or be distributing materials or goods on Glen Ellyn Park District property in connection with or as part of its sponsorship activities, sponsor will use reasonable efforts and due care to prevent damage, loss, or destruction to or of Glen Ellyn Park District property and to prevent litter in and from the conduct of its activities. The placement of structures, equipment, and signage is part of Sponsorship activities logistics subject to consultation with and approval by the Glen Ellyn Park District.