



SECTION 28. PARKS AND RECREATION DEPARTMENT

28.30 SPONSORSHIP PROGRAM

A. PURPOSE. To create an authorized environment for entering into sponsorship agreements with third parties where such sponsorships are mutually beneficial, and in a manner that is consistent with all applicable policies set by Seminole County Government. Specifically:

(1) Uphold the County's stewardship role to safeguard the County's assets and interests;

(2) Provide guidelines and procedures based on and in line with best practices; and

(3) Obtain sponsorships to enhance and promote the goals and mission of the Parks and Recreation Department in Seminole County.

B. DEFINITION OF SPONSORSHIP. "Sponsorship" shall mean a mutually beneficial contractual business arrangement between the County and a third party, wherein the third party provides cash and/or in-kind services to the County in return for access to the commercial and marketing potential associated with the County. Sponsors of County assets may include one or more of the County's services, projects, parks, events, facilities or programs offered by the Parks and Recreation Department.

C. POLICIES AND PROCEDURES. The Parks and Recreation Department Director is authorized to administer the Sponsorship Program. Policies and procedures governing the Sponsorship Program shall be incorporated in the Parks and Recreation Department Operating Manual and be consistent with other Department policies and procedures applicable to the Parks and Recreation programs.

D. PROGRAM MANAGEMENT. The administration, coordination, and record keeping will be accomplished through the Parks and Recreation Department's Administrative Offices, with the Business Operations Program Manager serving as the Sponsorship Program Manager. Some of the responsibilities include:

- (1) Explain program to interested partners/sponsors,
- (2) Administer the process for all potential program partners/sponsors,
- (3) Assist the Director in securing Sponsorship Program funding,
- (4) Administer Sponsorship Program agreements,
- (5) Administer procedures for Sponsorship Program,
- (6) Provide analysis and reports to the Board of County Commissioners and Parks and Recreation Department Director as required, and
- (7) Coordinate the creation, distribution, and marketing of promotional materials for the Sponsorship Program.



- D. AUTHORITY.** Resolution 2009-R-209 adopted October 27, 2009
Resolution 2012-R-107 adopted June 12, 2012
Updates to Department name approved as a part of Agenda
Item #57 on August 27, 2024