

Policy 1: Franklin Recreation Sponsorship Program

The purpose of this document is to fully define Franklin Recreation's sponsorship program including both the request for and response to sponsorship.

1. Sponsorship Program
 - 1.1. Franklin Recreation offers a comprehensive sponsorship program which is created and maintained by the Franklin Recreation Board members.
 - 1.2. The program allows sponsors to choose a level of sponsorship and also offers an area for sponsors to provide additional information specific to their sponsorship wishes.
2. Sponsorship Levels: the following levels are offered to all potential sponsors.
 - 2.1. Gold Level: logo on all events, field banner and t-shirt sponsor (\$300.00)
 - 2.2. Silver Level: field banner and t-shirt sponsor (\$275.00)
 - 2.3. Bronze Level: field banner OR t-shirt sponsor (\$175.00)
 - 2.4. Custom Level: choose how you sponsor us
3. Sponsorship Request
 - 3.1. A sponsorship request letter will be sent out to local businesses annually in the spring.
 - 3.2. The sponsorship levels will be reviewed and adjusted annually prior to submission to local businesses.
 - 3.3. The sponsorship request letter will be reviewed and approved by the Board prior to submission to local businesses.
4. Sponsorship Response
 - 4.1. A response from a business indicating their intent to sponsor Franklin Recreation is defined as a sponsorship request.
 - 4.2. Team (or t-shirt) Sponsorship
 - 4.2.1. Team sponsorship will be applied on a first come first serve basis. Terms for a sponsor wishing to sponsor a specific team are defined in Section 5.
 - 4.2.2. Team sponsors will receive their business name on the back of every t-shirt given to the players on the team to which they are assigned. All team members will be given a t-shirt with the sponsoring business' name on the back of the t-shirt. This t-shirt will be the official uniform of the team and all players will be expected to wear their uniform to all games.
 - 4.3. Banner (or field) Sponsorship
 - 4.3.1. Businesses which choose a banner sponsorship will have a banner with their business logo displayed at the Franklin ball fields for the duration of the baseball/softball season, and during the soccer season, if possible.
 - 4.3.2. The banner will be inspected annually and updated if necessary.
 - 4.4. Logo (or event) Sponsorship
 - 4.4.1. Businesses which choose the Gold Level sponsorship will have their logo or business name printed on all advertisements and/or apparel associated

with all Franklin Recreation sponsored events. This excludes athletic teams.

5. Custom or Specific Sponsorship

5.1. Specific Team Sponsor Response

5.1.1. Businesses may request to sponsor a specific team on their sponsorship response.

5.1.2. Consideration to any specific sponsorship response will be completed in a fair and unbiased manner.

5.1.3. In the event that two businesses request to sponsor the same team, the sponsoring team will be selected on a first come first serve basis, except if two businesses request each multiple years, the sponsoring business will be alternated.

5.1.4. In the event that a specific sponsorship request cannot be fulfilled, the business will be contacted by a Franklin Recreation representative to discuss alternative options.

5.2. Specific Apparel Response

5.2.1. Any costs above the basic sponsorship allotments defined in Section 4 will be the responsibility of the sponsor.

5.2.2. Additional costs will be discussed with the business prior to finalization.

5.3. Custom Sponsorship Response

5.3.1. Businesses and/or individuals that wish to sponsor Franklin Recreation in a manner not listed will be classified as custom and processed on a case by case basis.