



SPONSORSHIP AND NAMING RIGHTS POLICY

BLOCK 34 TRUST, STILLWATER, OKLAHOMA

Purpose:

This Sponsorship and Naming Rights Policy ("Policy") establishes the formal procedure and criteria for receipt / solicitation / selection of and agreements with persons or entities for Sponsorships, Co-Sponsorships, Donations, Marketing Arrangements, or Naming Rights of Block 34 facilities, items, events and activities. The Block 34 Trust ("Trust") has developed this policy to 1) provide opportunity for valuable public and private support to important Block 34 programs, facilities, services, items, events and activities, and 2) encourage partnerships between the Trust and other public and private entities to ensure actions and activities are consistent with and appropriate for the vision and mission of Block 34 and the Trust.

Policy Guide:

This Policy shall:

- Establish consistent procedures and practices for receipt or solicitation of Sponsorships, Co-Sponsorships, Donations, Marketing Arrangements, and Naming Rights.
- Encourage sponsorship opportunities that generate revenue in support of facilities, items, events and activities of and on Block 34.
- Develop public and private partnerships to provide facilities, items, events, activities, marketing, operations and maintenance of and on Block 34.
- Ensure all sponsorships safeguard the City's assets and interests, safeguard the investment of private assets and interests, support the mission and vision of the Trust, remain responsive to community needs and values.
- Provide a framework for consideration and evaluation of naming requests.
- Establish the open and transparent means of soliciting and receiving sponsorships of any kind or of any value.

Scope:

Solicited, un-solicited, and naming rights requests shall be in furtherance of the needs of Block 34 and the Trust and shall be conducted in accordance with this Policy.

Definitions:

Bequest is a gift or contribution of cash, goods or services given voluntarily and expressed in writing through a will or other testamentary document.

Co-Sponsorship is participation through funding, staff coordination, technical assistance, or other means in an event that is provided by another entity and that is closely aligned with or furthers a core Block 34 program or

service. Co-Sponsorship also includes the joint participation of two or more individuals or entities in sponsorship opportunities.

Donation is a gift or contribution of cash, goods or services given voluntarily toward an event, project, program or asset where no reciprocal benefit is given or expected.

Facility is any building, structure, art piece, natural, or recreational feature, area, theme, or other like item.

Naming Right is the legal entitlement obtained for financial consideration or other means to name a Block 34 facility or portion thereof.

In-Kind contribution is a contribution received in the form of goods and/or services rather than cash.

Marketing Arrangement is a mutually beneficial arrangement between the Trust and a third party wherein the third party provides cash and/or in-kind services in return for access to the commercial marketing potential associated with Block 34. Marketing Arrangement shall also include website, newspaper, social media arrangements.

Sponsorship is a form of support through marketing assistance, payment of, maintenance of, operation of, cash gift, donation, bequeath, endowment, and the like. A *presenting sponsor* is an individual or entity that has undertaken full responsibility for the development and/or maintenance of a facility or the production of an event. A *title sponsor* is an individual or entity that has provided funding in full or in part for a facility or event developed or produced by another individual, entity or the Block 34 Trust in exchange for public recognition.

Restrictions:

The Block 34 Trust will not accept donations from or grant sponsorship or naming rights opportunities to individuals or entities that engage in the following activities or under the following circumstances:

- Manufacturing, advertising, and/or selling illegal products or services;
- Manufacturing, advertising, and/or selling tobacco or cannabis products;
- Engaged in any aspect of the adult entertainment industry;
- Convicted of a felony or any offense involving acts of moral turpitude;
- Presently in litigation with the City of Stillwater, Oklahoma or with the Trust;
- Wherein participation would constitute a conflict of interest under federal or state law;
- Any situation wherein participation will in the opinion of the Block 34 Trust raise the appearance of impropriety.

Procedures:

Sponsorship.

1. Prepare a Proposal. The potential sponsor shall submit a proposal setting forth the scope of the sponsorship request, a description of the community benefit, the financial schedule and estimated value of the sponsorship, the means of recognition, a general marketing strategy and needs, and any additional information for consideration of the request.

2. Evaluation. The Trust shall review and evaluate all sponsorship submittals and shall act on each submittal in a Block 34 Trust meeting. The submittals will be reviewed against criteria including, but not limited to:
 - a. Consistency of the prospective sponsor's products, customers and promotional goals with the Block 34 and Trust character, values and service priorities;
 - b. Demonstration of prospective sponsor's participation and association with community projects, events and sponsorships in or outside of Stillwater, Oklahoma;
 - c. Commitment to the operating and maintenance of the sponsored facility, structure, building, item, area;
 - d. Demonstration of successful environmental stewardship;
 - e. Commitment to valuing and encouraging diversity.
3. Fee waivers and/or any financial participation by the City are subject to review and authorization by the City Council.
4. Development Agreement. The Trust shall prepare a sponsorship agreement consistent with all applicable City codes, policies and ordinances. The Agreement shall contain the full sponsorship arrangement as approved by the Trust. The agreement is subject to review and authorization by the City Council.
5. Endowed Sponsorship. Endowments may be funded by individuals or entities to provide unrestricted support to Block 34 facilities, functions and activities, or to support designated facilities, functions and/or activities in perpetuity or for a specific duration. Initial funding should be sufficient to fully support the purpose of the endowment. The Block 34 Trust shall make any and all determinations regarding the investment of the endowed funds.
6. The Block 34 Trust reserves the right to qualify sponsors. Such evaluation shall include, but is not limited to, the ability to obtain the appropriate financial, material, equipment, facility, personnel resources, and expertise necessary to indicate its capability to meet all contractual requirements; ability to comply with required or proposed delivery or performance scheduling; a satisfactory record of performance; a satisfactory record of integrity, business ethics, and transparency; is qualified legally to conduct business in Oklahoma and with the Trust; and is not engaged in a restricted activity. These same criteria also apply to naming rights under this policy.

Naming Rights

1. Prepare a proposal. The potential sponsor shall complete the Naming Rights Request Form and present it to the Trust.
2. The request will be reviewed by the Trust according to the Naming Rights Criteria.
3. Upon review by the Trust, a recommendation shall be presented to the City Council for approval of the Naming Rights request consideration.
4. If the City Council concurs in the recommendation and authorizes the naming of the facility, an agreement shall be prepared and executed setting forth the terms and conditions for the naming of the facility, the term of such designation, and if the facility is determined to be temporary, the means for alternative recognition should the facility be replaced prior to the termination of the naming agreement.
5. If a naming right is approved by the City Council, the sponsor cannot change it without concurrence of the City Council and the Trust.
6. The Trust shall maintain a record of all named Facilities and assets and provide a copy of such to the City Council annually.

Naming Rights Criteria.

1. The amount of the contribution is sufficient to fund the construction of a substantial portion of the facility, space or other physical element;

2. The proposed name does not duplicate or is deceptively similar to another named facility on Block 34;
3. Consideration shall be given to geographic location, historical or cultural significance and natural or geological features;
4. The proposed name is consistent with the enumerated restrictions set forth herein and is not otherwise offensive or promotes anything other than the spirit of inclusiveness that a public space is designed to facilitate.
5. Naming shall be limited to facilities, outside spaces, or physical elements.

Revocation of Naming Right

Notwithstanding the foregoing, the City and Trust reserve the right to revoke naming rights granted pursuant to this policy to an individual or entity whenever said City and Trust determine that this policy or a term or condition of the naming agreement has been violated by the individual or entity owning said rights. The revocation of a naming right granted herein creates no obligation on the part of the City or Trust to refund any monies conditionally donated by the individual or entity.

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