



City Commission Work Session

Agenda

October 23, 2025 @ 3:30 PM

City Hall Commission Chambers
401 S. Park Avenue

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/meetings/ and include virtual meeting instructions.

assistance & appeals

Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office ([407-599-3277](tel:407-599-3277)) at least 48 hours in advance of the meeting.

"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F.S. 286.0105).

please note

Times are projected and subject to change.

1. Meeting Called to Order**2. Discussion Item (s)**

- | | |
|---|------------|
| a. Arts & Culture Non-Profit Grant Program | 30 minutes |
| b. City of Winter Park Sponsorship and Marketing Policy | 60 minutes |

3. Adjournment

**item type**

Discussion Item (s)

meeting date

October 23, 2025

prepared by

Peter Moore, Director of Office of Management and Budget

approved by

Rene Cranis, City Clerk

subject

Arts & Culture Non-Profit Grant Program

motion | recommendation

N/A

background

This is a continuation of conversations that took place on 2/13/25 and 3/12/25 about establishing a competitive grant round to support arts and culture non-profit organizations within the city. At the meeting in March, this proposal was put on hold by the City Commission pending the completion of the annual budget process. Now that the budget is complete for FY26, this item is being brought back for discussion and the potential to move forward.

Staff is proposing a \$100k competitive grant round that offers up to ten awards to eligible nonprofit applicants of \$10k apiece. This would be an annual grant round and allow for a diversity of participation over time and would behave similar to a selection committee like the city routinely uses for choosing vendors. It is suggested that a review panel made up of members of existing city advisory boards serve as the selection committee for this grant review panel, and that this process will provide a recommendation to the City Commission for final approval during the annual budget hearing process in September.

If these amendments are accepted and the Commission approves the program, it is staff's intention to begin advertising this opportunity to the non-profits of the city and to open the application period in May. Staff will also work with the relevant advisory boards that will nominate a member to serve on the selection committee for the grant round and those members will be expected to attend two selection meetings where proposals are ranked and then reviewed for recommendation of final award. The final recommendation will then go to the City Commission as part of their annual budget approval process, and funding will be disbursed at the beginning of the new fiscal year in October.

alternatives | other considerations

The city has a number of options at its disposal. It can choose to turn down the program and continue past practice of majority vote approval for non-profit support requests as they are received. The city can choose to allocate more funding to existing partners. The city can also choose to designate less funding to non-profit support and utilize the funds for other purposes.

fiscal impact

The city has approximately \$420k annually dedicated to nonprofit support in the city through its approved policy of providing 0.25% of gross revenues from the General Fund, Water & Wastewater Fund, and Electric Fund towards this funding pool. In FY26, the funding formula collected about \$140k in excess of existing support provided to non-profits that have received long-term (more than five years) financial support from the city. It is anticipated that this grant program would be funded out of that expected excess funding in FY27.

attachments

1. Non-Profit Grant Program Guidelines
2. Non-Profit Grant Proposal Application
3. Non-Profit Grant Project Final Report Template
4. Non-Profit Grant Selection Committee Member Guidelines



The City of Winter Park provides competitive funding of \$10,000 to support specific, relevant, and meaningful, arts, science, history, social services, and educational experiences of value to the local community. For the purposes of this funding opportunity, The City of Winter Park defines “community” as any group that an organization is intentionally working to serve (e.g. members, students, performance-visual artists, participants, audience, geographic community, ethnic heritage, cultural traditions, social services, and educational programs).

Funds may be used for programs, activities, events, or created works that relate to arts, culture, science, history, social services, or educational programs that have a public-facing component that is accessible to all.

Purpose:

The purpose of this policy is to advance non-profit partners within the city and to ensure that The City of Winter Park is fiscally responsible in the allocation of city funds to nonprofit organizations and to ensure that the award and use of such funds are adequately documented. This policy creates a uniform procedure for the submission, review, approval and accounting of funding requests to the City from nonprofit organizations.

Maximum Request Amount: \$10,000

Funding is competitive; not all projects of merit are able to be funded. Award amounts are not partial and all applicants must submit proposals that utilize the entirety of the funds.

City of Winter Park funds must be used to support eligible project-related activities within the one-year grant period. Applicants will be notified if they include ineligible expenses in their project budget/application. The grant period will start on October 1st of each city fiscal year.

Organizational Eligibility:

- Applicant organizations must have current 501(c)(3) status and current good standing with the state of Florida Division of Corporations as a nonprofit organization. The City of Winter Park will verify with www.irs.gov and sunbiz.org.
- The nonprofit 501(c)(3) must be in The City of Winter Park municipal boundary.
- Faith-based organizations who have 501(c)(3) status, as long as the event is a non-faith-based program open to any segment of the population, are eligible.
- Applicant organizations must be in good standing with the City of Winter Park.

Project Eligibility:

- Projects must be based in arts and culture, science, history, social services, or educational and take place in The City of Winter Park and open to the public.



- Exhibits, performances, festivals, education, outreach programs, and art/cultural-based community development activities are examples of eligible projects.
- Projects do not have to be free to the public but they cannot be for-profit.
*Note charging for a project or event is permitted but may impact the selection committees evaluation.

Organization Eligibility Restrictions:

Organizations are NOT eligible if they are:

- Organizations that are connected to or operated by a for-profit business. (Ex. If a corporation creates a charity that primarily serves its own business interests, that charity would be considered an adjunct to the for-profit company and would not qualify)
- A public or private entity governed by an agency of government.
- Political causes, candidates, organizations, or campaigns.
- Already receiving more than \$10k in funding annually from the City of Winter Park.
- Receiving any other government funding for this specific project.

Note:

***In all cases, final eligibility decisions are made by the approving panel.
Approval of a previous project grant funding carries no assurance of continued funding in subsequent years.**

***If receiving funding, a final report form will be provided upon project completion.
This report will be due 30 days after the final project/event to maintain eligibility for future funding**

Accountability:

Nonprofit agencies shall adhere to accountability standards set by this policy. Compliance with these standards is a criterion for funding. These standards include but are not limited to:

- Complying with all financial requirements including the submission of financial statements or audits as specified.
- Complying with program performance measurement requirements and reporting.
- Complying with all other application terms, including meeting all deadlines.

Unallowable Activities:

- Projects benefiting for-profit organizations.
- Projects outside of The City of Winter Park.



- Project costs supported by any other government funding. This includes federal funding received either directly from a federal agency or indirectly from a pass-through organization.
- Subgranting or regranting awarded funds.
- Contributions and donations to other entities.
- Cash reserves and endowments.
- Costs for the creation of new organizations.
- Costs incurred before the beginning or after the completion of the official period of performance.
- Costs to bring a project into compliance with federal grant requirements. This includes environmental or historical assessments or reviews and the hiring of individuals to write assessments or reviews or to otherwise be in compliance.
- Expenditures related to compensation to foreign nationals and/or travel to or from foreign countries when those expenditures are not in compliance with regulations issued by the U.S. Treasury Department Office of Foreign Assets Control.
- General miscellaneous or contingency costs.
- Stipends/fees to individuals who are incarcerated.
- Marketing expenses that are not directly related to the project.
- Fines and penalties, bad debt costs, deficit reduction or any other comparable financial costs.
- Audit costs
- Rental costs for home office workspace owned by individuals or entities affiliated with the applicant organization.
- Generally, courses/coursework in degree-granting institutions.
- Literary publishing
- Voter registration drives and related activities.
- Lobbying, including activities intended to influence the outcome of elections or influence government officials regarding pending legislation, either directly or through specific lobbying appeals to the public.
- Alcoholic beverages/tobacco products.
- Awards to individuals or organizations to honor or recognize achievement.
- Purchase and/or use of gift cards and gift certificates to support project costs.
- Social activities such as receptions, parties, galas, community dinners, picnics, and potlucks.
- Gifts and prizes, including cash prizes as well as other items (e.g., electronic devices, gift certificates) with monetary value.
- Commercial (for-profit) enterprises or activities, including concessions, food, T-shirts, artwork, or other items for resale. This includes online or virtual sales/shops.
- Private events closed to the public and activities restricted to an organization's membership.

**Evaluation Criteria:**

Criteria	Description	Points Available
Respondents Experience & Qualifications	-Applicants are evaluated based on their experience on similar projects, the quality of those projects, the schedule, problems encountered, and the means to solve them -Applicants are also evaluated based on the qualifications and relevant experience of the key personnel for the project. This includes relevant knowledge and experience on similar projects that will translate into the successful execution of the project	25
Project Proposal & Approach	-Applicants are evaluated based on the project proposed and how relevant the project is to this grant opportunity. -Applicants are evaluated based on the work plan, team organization, understanding of the scope of work, project management, and communication plan, and provide services in a timely manner. -Clearly defined goals and/or proposed outcomes and an appropriate plan to determine if those goals and/or outcomes are met.	40
Community Impact	-Describe the benefit to the community, the target audience and the desired outcomes of the project completion. -Engagement with individuals whose opportunities to experience the arts are limited by geography, race or	15



	ethnicity, economics, or disability. *Accessibility for the public including potential ticket pricing may impact score. Please feel free to use the links below to help inform a response: o Social Impact o Economic Impact	
Budget & Financials	-Realistic planning and financial sustainability. Is the budget appropriate? Are the goals achievable with the resources? -Evidence of the ability to carry out the project based on such factors as the appropriateness of the budget, clarity of the project activities, and resources involved	20
Total Maximum Points		100



Requirements During the Grant Period:

- *Legal:* Grantees must comply with fair labor standards and a drug-free workplace, and provide business EIN or social security number for tax purposes.
- *Insurance:* Best practice industry standards dictate that applicants maintain appropriate insurance coverage. Acquire general liability coverage with a limit of liability of not less than \$1,000,000 per occurrence and in the aggregate, for bodily injury and property damage.
 - Coverage shall not contain any endorsement(s) excluding or limiting Product/Completed Operations, Contractual Liability, or Separation of Insureds.
 - The General Aggregate limit shall either apply separately to this contract or shall be at least twice the required occurrence limit.
 - Alternatives if your organization does not have general liability insurance. Event Insurance purchased through a venue.
 - Event Insurance purchased through an insurance company. Numerous insurance companies provide event or special event insurance. This short-term liability coverage protects organizations during events, festivals, etc. If the organization does not have a general liability insurance policy, and the venue does not have the option to purchase insurance through it, then this might be an option.
- *Inclusion:* Grantees must provide equal access and opportunity in employment and services and may not discriminate based on race, color, ethnicity, religion, gender, ancestry, national origin, geography, age, varying abilities, pregnancy, sexual orientation, gender identity, marital status, familial status, citizenship status, or socioeconomic status.
- *Acknowledgement:* Grantees must acknowledge the grant in all project publicity and materials (whether printed, online, verbal, or other), with the City of Winter Park logo and statement “This project is funded in part by The City of Winter Park, the city of arts and culture”.
- *Recordkeeping:* Grantees must keep information (including description and photos of the project, press or publicity about the project, including use of logo or acknowledgement statement, audience demographics, and financial records) for the final report.
- *Final Report:* A final report form will be provided upon project completion. This report will be due 30 days after the final project/event to maintain eligibility for future funding.



Important Dates (These are subject to change):

- Application Open: May 1st
- Application Deadline: June 30th
- Grant Review Panels: July & August (2 meetings)
- Board Approval: September Budget Hearings
- Notification of Award: After Second Reading of Budget Approval
- Funding Period: October 1st – September 30th
- Impact Report Due: November 1st (or 30 days after the project ends)

DRAFT



**City of Winter Park
Non-Profit Grant Program**

FY26 Non-Profit Grant Proposal Application

I. Organization Information:

Legal Name of Organization	
DBA (if applicable)	
Mailing Address	
CEO/President	
Contact Person	
Telephone	
Email	
Website	
Organization Fiscal Year	
Funding Panel	

II. Supporting Documents Checklist:

Instructions: In the order listed below, attach the following items to the application. Place an “X” in all boxes indicating what you have **included** or **not included**.

	Included	Not Included
501(c)(3) Letter from IRS		
Current By-Laws & Articles of Incorporation		
Audited Financial Statement (if org budget >\$250K)		
Last two (2) years tax returns (if org budget <\$250K)		
IRS Form 990 (most recent)		
Any IRS Correspondence Received in Last 12 Months		
Organization Chart		
Annual Report (if available)		
Proposed, Current, and Past Year Budget/Financials		
Insurance Certificate and Endorsements		
Licenses and Certificates		
Strategic Plan (if available)		
Board of Directors Policies (Oversight, Diversity, Expertise, Ethics, Disclosure, etc.) (if available)		
Letters of Partnerships & Collaborations or Memorandums of Understanding (MOU) with any other agencies or organizations		

Provide and explanation for any requested documents not attached:



City of Winter Park Non-Profit Grant Program

III. Respondents Experience & Qualifications:

Mission Statement:

2-3 sentences

Brief History of Organization:

In 2-3 sentences, briefly describe the organization. This serves as an introduction of the organization to the review panel.

Organization Affiliation: (if applicable)

Major Organization Activities & Accomplishments:

Organization Partnerships and/or Collaborations: (if applicable)

Detail the prior experience of the organization relevant to the project being proposed:

Who are the key personnel that will be accomplishing this project proposal? Include relevant resumes and supporting information:

Provide any prior relevant work samples: Link to and / or attach videos, articles, or other forms of reviews, or media coverage of past projects.

IV. Project Proposal & Approach:

Programs or Projects the Organization Wishes to Accomplish with Public Dollars:

Project Location:

Please include venue name and physical address here if applicable.

Project Narrative:

- In 2-3 paragraphs, describe the proposed project. Address the following details:
 - What exactly will occur
 - Detailed explanation of the project /event
 - Who is involved in making this project happen and what are their roles
 - Key Staff / Volunteers
 - Identify any Community Partners / Leaders
 - Project relevancy to arts, culture, history, science, social services, or education
 - Project accessibility to the community

Provide a description of project delivery dates including expected start date and any events that fall within the designated grant period (10/1/25 - 9/30/26). Be as specific as possible as this information will be used by Panel Reviewers to score the project's merit. Feel free to share this information in the format of a bulleted list.



City of Winter Park Non-Profit Grant Program

V. Community Impact:

Project Potential/Impact Goals:

Provide a narrative to describe potential project impact. Be as specific as possible as this information will be used by Panel Reviewers to score the project's potential community impact:

Audience:

- Who is the target audience?
- How will the target audience engage with this project/event?
- How will success be measured?
- Will this project have a cost to the community?

VI. Budget & Financials:

Describe how the award will be sufficient to complete the goals of the project:

Organization Reserves: Answer the following questions about the organization's funding reserve.

- a) Does the organization currently have a funding reserve?
- b) If Yes, what is the balance of the organizations funding reserve?
- c) How does the organization fund the funding reserve?
- d) Provide the organizations guidelines for utilizing funds in the funding reserve
- e) If the organization does not have a funding reserve, what is the organizations contingency plan in the event there is a shortfall in operational funding?

Budget/Financials: Please provide a detailed line-item description of how grant funds will be budgeted and used for this project proposal.

VII Final Report:

*Note that a final report will be requested upon project completion. This will be due 30 days after the project or event has taken place and will be required to maintain eligibility for future funding opportunities.

Please provide a brief explanation of how the projects success will be measured. (Surveys, Reviews, Formed Partnerships, etc.)



City of Winter Park Non-Profit Grant Program

City of Winter Park Non-Profit Grant Final Report

For Arts, Science, History, Social Services, and Education Experiences

Grant Recipient: _____

Project/Event Title: _____

Date(s) of Project/Event: _____

Report Submission Date: _____

1. Project/Event Overview

Provide a brief summary of your project/event, including its purpose, key activities, and intended impact. (2-4 sentences)

2. Community Impact

Describe how your project/event benefited the community. If applicable, please include the specific groups served (e.g., students, artists, general public, geographic community, ethnic heritage groups, cultural traditions, social service beneficiaries, educational participants).

3. Attendance & Participation

Approximate Total number of participants/audience members: _____

Demographics of participants (if available):

- Age groups: _____
- Geographic location: _____
- Special populations served: _____



City of Winter Park Non-Profit Grant Program

4. Measurable Outcomes

Explain how you measured the success of your project. Provide quantitative and qualitative data where possible (e.g., survey results, testimonials, increased engagement, partnerships formed).

5. Challenges & Lessons Learned

Discuss any challenges encountered and how they were addressed. What lessons did you learn that could help improve future projects?

6. Budget Summary

Provide a brief financial summary of how the grant funds were used. Attach a detailed expense report if necessary.

Expense Category	Amount Spent
	\$
	\$
	\$
	\$
	\$
	\$
Total:	\$

7. Supporting Documentation

Attach any supporting materials, including photos, marketing materials, participant feedback, and media coverage.

8. Additional Comments

Is there anything else you'd like to share about your experience with this grant and its impact on your organization or community?



City of Winter Park Non-Profit Grant Program

Certification:

I certify that the information provided in this report is accurate and reflects the outcomes of the funded project/event.

Signature: _____

Printed Name: _____

Organization Name: _____

Date: _____

Submit completed reports to: [Insert Contact Information]



City of Winter Park Non- Profit Grant Program

Selection Committee Guidelines

These guidelines help ensure that the selection process for grant applications is transparent, fair, and consistent while maintaining the highest ethical standards.

Responsibilities:

Each member of the Selection Committee has the responsibility to read, understand, and comply with the provisions of this document.

- Responsibility for maintaining the integrity of the overall evaluation process;
- Scheduling and posting, in accordance with Florida Statutes, all committee meeting dates, times, and locations
- Audio recording and storing of all committee actions (note: during the evaluation meetings, the audiotape is always on);
- Documenting members' scoring and ranking information; and
- Communicating the Committee's recommendation(s) to the City Commission.

Guidelines for the Grant Selection Committee

1. Roles & Responsibilities

a. Chairperson:

- Oversee the entire selection process, from initial application review to final selection.
- Ensure the process adheres to established rules, timelines, and ethical standards.
- Facilitate committee meetings and ensure balanced discussion.

b. Committee Members/Reviewers:

- Independently review, evaluate, and score applications based on the set criteria.
- Participate in deliberations and provide insights to reach a consensus on top applicants.
- Maintain objectivity and impartiality in all evaluations.

c. Representatives

- The Selection Committee will include one member from each of the following five boards:
 - Historic Preservation Board
 - Public Art Advisory Board
 - Economic Development Advisory Board (EDAB)
 - Keep Winter Park Beautiful (KWPB)
 - Parks & Recreation Advisory Board



City of Winter Park Non- Profit Grant Program

2. Conflict of Interest Policy

- **a. Identification of Conflicts:**
 - Committee members must disclose any personal, financial, or professional relationships with applicants or organizations seeking grants.
 - A conflict of interest may arise if a committee member stands to gain personally from the outcome, has close personal relationships with applicants, or works closely with a competing organization.
- **b. Handling Conflicts:**
 - Committee members with conflicts must recuse themselves from reviewing or scoring that particular application.
 - If a member has multiple conflicts, consider whether they should continue to participate in the process.
 - Maintain transparency by documenting and addressing conflicts of interest.

3. Evaluation Process

- **a. Evaluation Criteria:**
 - Use the predefined scoring rubric that reflects the grant's goals and priorities.
- **b. Scoring System:**
 - Assign numerical scores for each criterion, with clear explanations for each score.
 - Provide qualitative feedback to justify scoring decisions, particularly for very high or low scores.
- **c. Consistency & Fairness:**
 - Ensure all applications are evaluated using the same criteria and process.
 - Reviewers should aim to be consistent in their scoring to ensure equity.
 - Encourage committee members to avoid biases based on personal preferences or other non-relevant factors.

4. Confidentiality

- **a. Handling of Information:**
 - Committee members must treat all applications, discussions, and scoring outcomes as confidential.
 - Avoid sharing sensitive applicant information or deliberations outside the committee.
 - Applications should only be discussed within the context of formal committee meetings.
- **b. Security of Materials:**
 - All documents related to the applications (physical or digital) should be securely stored.
 - Ensure that digital documents are only shared through secure platforms and are password protected if necessary.
 - Upon completion of the review process, all materials should be returned or securely disposed of.



c. Accordance to Sunshine Law

- https://issuu.com/cityofwinterpark/docs/board_member_handbook

5. Fairness and Transparency

- **a. Non-Discrimination:**
 - Ensure that the selection process is free from bias related to race, gender, age, religion, disability, or other protected characteristics.
 - Every applicant should have an equal opportunity to be evaluated based solely on merit and the alignment of their proposal with the grant's objectives.
- **b. Transparency in Process:**
 - Maintain openness regarding the criteria, deadlines, and procedures for decision-making.
 - Share selection timelines with applicants and stick to the announced schedule.
 - Keep records of all key decisions for transparency and accountability.

6. Committee Deliberations

- **a. Open Discussion:**
 - Encourage all committee members to share their perspectives on each application.
 - Reviewers should be prepared to explain their scores and evaluations during deliberations.
 - Avoid domination by any single committee member; foster balanced, respectful debate.
- **b. Consensus Decision-Making:**
 - Aim for consensus on top applications through discussion and compromise.
 - If a consensus cannot be reached, use majority voting or further deliberation to finalize decisions.
 - Ensure that differences of opinion are respected and considered before the final decision.

7. Ethical Considerations

- **a. Integrity and Objectivity:**
 - Committee members must act with the highest level of integrity, ensuring decisions are based solely on the merit of the applications.
- **b. Avoidance of Improper Influence:**
 - Avoid allowing personal relationships, external pressure, or political considerations to influence decisions.
 - Report any attempts to unduly influence the decision-making process.
- **c. Commitment to the Grant's Mission:**
 - Ensure the grant selections reflect the overarching mission and values of the funding body.



8. Feedback and Communication with Applicants

- **a. Providing Constructive Feedback:**
 - Offer detailed feedback to applicants, particularly unsuccessful ones, to help them improve for future opportunities.
 - Ensure feedback is specific, balanced, and focuses on the strengths and weaknesses of the application.
- **b. Communication of Results:**
 - Communicate decisions to applicants in a clear, professional, and timely manner.
 - Maintain a supportive tone, especially when communicating rejections.
 - Provide information on further opportunities or support services if applicable.

DRAFT

**item type**

Discussion Item (s)

meeting date

October 23, 2025

prepared by

Jason Seeley, Director of Parks and Recreation

approved by

Michelle del Valle, Assistant City Manager

subject

City of Winter Park Sponsorship and Marketing Policy

motion | recommendation

Provide staff, and applicable advisory boards, with direction as it relates to the Commissions appetite for City to pursue sponsorship/marketing opportunities within our parks and recreation properties.

background

City of Winter Park Parks and Recreation Department, and the Winter Park community, pride themselves on their extensive park and recreation system. That is evident in the decades of generous support shown by Winter Park's business and non-profit community. Today, financial and in-kind support is even more critical as the investment needed to sustain and improve the parks, facilities, and programs continues to rise. Like other park and recreation departments across the nation, the parks and recreation department is pursuing more sophisticated business partnerships with the for-profit and Non-profit sectors, in the form of events, programs, projects, and site sponsorship along with limited advertising. These mutually beneficial business agreements provide an important marketing venue for businesses and an opportunity for them to align themselves with the departments public mission and in turn, the department is able to build new and exciting programs and places while sustaining the system.

alternatives | other considerations**fiscal impact**

Staff conservatively estimates \$100,000 in annual funding being generated through sponsorship and advertising efforts. This estimate would be with the department taking a relatively passive approach to soliciting organizations while keeping the sponsorship and advertising efforts mostly focused on the 2 golf courses, the tennis center, and other parks with significant foot traffic. Central Park would not be a location eligible for sponsorship and

advertising.

attachments

1. Sponsorship Worksession October25

Sponsorship/Marketing Policy and Guidelines Work Session



Purpose of Work Session

- Provide staff, and applicable advisory boards, with direction as it relates to the Commissions appetite for City to pursue sponsorship/marketing opportunities within our parks and recreation properties.



Why pursue advertising and sponsorship opportunities?

Benefit to Residents/Guests



Reduce resident tax burden for Parks and Recreation services provided



Assist in funding Capital Improvements of our Parks and Recreation facilities



Elevate guest/resident experience



Foster mutually beneficial relationships and cooperation with our stakeholders in the local business community

Benefit to Business Community



Business Awareness and Visibility



Target Marketing



Build Connection with Community Members



Community Impact

4 Sponsorship and Marketing Categories

- Special Event Sponsorships
- Programming Sponsorships
- Facility Sponsorships
- 3rd Party Organizations



Special Events Sponsorship

Potential Areas for Special Event Sponsors:

Weekend of the Arts
Dinner on the Avenue
4th of July Celebration
Unity Heritage Festival
City Amateur Golf Tournament

Potential Forms of Sponsor Recognition for Special Event Sponsors:

On-Site Recognition

Static Banners (*internal fences, gymnasium rafters, fitness center*)
Temporary Feather Banners
Direct Program Interaction (*booth, table, etc*)

Pre-Event Recognition

Inclusion in digital or print marketing collateral



Programming Sponsorship

Potential Areas for Programming Sponsors:

- 7 Oaks Park rotating/temporary art installations
- City operated athletic leagues
- Community Center Programming
- Adult Athletic Leagues
- Movies in the Park
- Golf Leagues and Tournaments

Potential Forms of Sponsor Recognition for Programming Sponsors:

- Static Banners (*internal fences, gymnasium rafters, fitness center*)
- Temporary Feather Banners
- Pre/Post movie digital ads (*Movies on the Green, Dive-In Movie Night*)
- Semi-Permanent didactic that includes sponsor recognition (*rotating/temp art installations*)
- Direct Program Interaction (*booth, table, etc*)
- T-Shirt/Jersey logo (*Adult Athletic Leagues, Summer Camp*)
- Inclusion in digital or print marketing collateral



Facility Sponsorship

Potential Areas for Programming Sponsors:

Banner sponsors at WP Community Center Gymnasium

WP Tennis Center Interior Fencing

WP Golf Course Scorecard

WP Pines GC Scorecard

WP Pines GC GPS Digital Ads

WP Pines Driving Range Club Fitting Events

Banner sponsors multi-purpose fields at Ward, Cady Way,
and MLK park multi-purpose fields

Potential Forms of Sponsor Recognition for Programming Sponsors:

Static Banners *(internal fences, gymnasium rafters, fitness center)*

Temporary Feather Banners

Direct Program Interaction *(booth, table, etc.)*

GPS Digital Ads on golf carts



3rd Party Organizations

Examples:

WP Babe Ruth (WP Youth Baseball and Softball)

Rollins College

Mead Botanical Gardens

Casa Feliz

WPHS

Blue Dolphins Swim Club

WPPL

Blue Bamboo

Youth and Adult Sport Orgs ~ short term

Guidelines:

Numerous leases and contracts that should be reviewed to ensure consistency exists

