

Los Alamos County
Parks and Recreation Department

Advertising Policy

PURPOSE/INTENT:

The purpose of this policy is to authorize paid advertising and corporate sponsorships by commercial and/or not-for-profit enterprises for the purposes and within the limits established by this policy. The Parks and Recreation Department staff and/or its contractors, together with the Purchasing Division of the Support Services Department, may solicit and contract for paid advertising from local, state, regional, national, or international enterprises. The Parks and Recreation Department staff, together with the Purchasing Division of the Support Services Department, shall be authorized to negotiate contracts for materials/equipment needs of the Department. Final approval of all advertising content shall be made by the Parks and Recreation Department staff.

The intent of this policy is to generate revenues from paid advertising and sponsorships to offset some of the costs associated with producing program brochures and other informative literature, maintaining and improving athletic and other recreation facilities, and procuring capital equipment related to recreational facilities (i.e. scoreboards) which would not otherwise be funded in the department budget.

DEFINITIONS:

1. **Paid Advertising:** A written public notice calling attention to the products/services offered by a commercial or not-for-profit enterprise for which a fee is paid by the enterprise to the County.
2. **Corporate Sponsorship:** An agreement between the County and a commercial or not-for-profit enterprise requiring a financial or in-kind contribution from the enterprise which will be used to finance or otherwise support a County program, event, or material/equipment need in exchange for which the County will display the name/logo/slogan of the sponsoring enterprise.

LIMITATIONS:

Paid advertising and corporate sponsorships will be permitted as follows:

1. Signs, banners, or other identification may be placed on County-owned or leased athletic facilities including ball fields, ice rink, golf course, aquatic center, rodeo arena as provided under a contractual agreement with the County; and

2. Advertisements may be placed in County publications including the quarterly Parks and Recreation Department program brochure and various pamphlets as provided under contractual agreement with the County.

Paid advertising and corporate sponsorships will be prohibited as follows:

1. On the exterior or interior of the Los Alamos Community Building, the White Rock Parks and Recreation Branch, or Fuller Lodge; except when displayed temporarily in conjunction with the sponsorship or a program/event; and
2. For the promotion or sale of beer, wine, liquor, or tobacco products.

IMPLEMENTATION:

The Parks and Recreation Department will develop and maintain a set of detailed procedures to be followed for the solicitation of and contracting for paid advertising and corporate sponsorships. The County Attorney, Contract Administrator, and County Administrator will approve all contract forms and procedures prior to implementation to ensure compliance with existing constitutional provisions, statutes, and ordinances. The Parks and Recreation Department will ensure a routine overview of all documents and procedures by the Contract Administrator and the County Attorney to ensure compliance with any new or modified requirements.