

# Sponsorship Naming Application

## A. APPLICANT INFORMATION

Name (Individual or Organization): \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone Number: (Home) \_\_\_\_\_ (Work) \_\_\_\_\_

E-mail: \_\_\_\_\_

## B. SPONSORSHIP CATEGORY (CHECK ONE)

☐ Event/Program

☐ Park/Facility

## C. PROPOSED FACILITY FOR SPONSORSHIP NAMING/RENAMING

Name of Facility: \_\_\_\_\_

Feature To Be Named: \_\_\_\_\_

Parcel Number: \_\_\_\_\_

Nearest Street/Cross Street: \_\_\_\_\_

Unofficial Name/Commonly Referenced As: \_\_\_\_\_

Other Identification: \_\_\_\_\_

### SPONSORSHIP MUST RELATE TO THE FACILITY *(Elaborate in Part F about these points.)*

- Directly relates to the intent of the subject facility or park, and its master plan (if available).
- The mission of a sponsorship organization does not conflict with the mission of the Washougal Parks Department.
- Promotes a health, recreation, or sports-oriented image to the community.

**D. PROPOSED NAME** *(A name may be used only once in the City of Washougal – subsequent requests may be denied.)*

1. Name Proposal: \_\_\_\_\_

2. Alternate Name Proposal: \_\_\_\_\_

3. Alternate Name Proposal: \_\_\_\_\_

**E. SPONSORSHIP AMOUNT** \$\_\_\_\_\_

**F. SPONSORSHIP PROPOSAL AND SUPPORTING DOCUMENTATION** *(Attach each separately.)*

- **VALUE PROPOSAL:** Provide a proposal for the valuation of the sponsorship. Include requested duration of sponsorship, proposed logo/signage design, sign location, special installation information, and formula used for calculating value. Market evaluation will be conducted by the Public Works Analyst prior to review by the Washougal Parks Board of Commissioners.
- **FOR SPONSORSHIPS NAMED AFTER CITIZENS:** Provide rationale and background information which substantiates all claims made for sponsorships in honor of an individual, family, or non-business related entity. Include items such as copies of newspaper articles, certificates, awards, letters of support or commendation, service records, pictures, etc.
- **FOR SPONSORSHIPS NAMED AFTER BUSINESSES OR CORPORATIONS:** Provide the company mission and how it relates to the mission of the Washougal Parks Department. Provide newspaper articles, certificates, awards, letters of support or commendation, service records, pictures, etc. that substantiates the businesses recreation related involvement in the community.

**G. CONSENT TO THE RELEASE OF INFORMATION PROVIDED IN THIS FORM**

*The information collected on this form will be used as part of the Sponsorship Policy for Washougal's recreation facilities. Information on the form, attached to the form or subsequently submitted to be included or attached to the Application Form, and all subsequent information collected as a result of the research and the staff investigation, including but not limited to information found on websites, in local archived materials, in newspaper articles, or as a result of a public consultation process, will be used by the City of Washougal and will be made available to the Washougal Parks Board of Commissioners and the Washougal City Council in public meetings.*

*I / We consent to the release of the information contained in this application, with exception to specific personal redacted information\*.*

Applicant's Signature \_\_\_\_\_ Date: \_\_\_\_\_