
DONATION, MEMORIALIZATION, NAMING AND ADVERTISING GUIDELINES



SUN CITY
West

MARCH 11, 2021
RECREATION CENTERS OF SUN CITY WEST

The purpose of this document is to provide a systematic and consistent approach when considering Donor Recognition, Memorialization Requests, Naming Proposals and Advertising for facilities and/or related features within areas and amenities managed by RCSCW.

The RCSCW Governing Board deems it desirable, and in the owner-members' interest, to establish a set of guidelines for donations, selection of names and placement of memorials and advertising within its inventory of recreational amenities.

The RCSCW Properties Committee shall be responsible for recommending those decisions for approval to the General Manager and RCSCW Governing Board.

Objectives

- Provide for owner-member inquiry and guidelines into the donation, memorialization, naming and advertising process.
- Insure systematic and consistent control measures for the donation, memorialization, naming and advertising process.
- Direct donations and memorials toward the existing Meditation Garden within Beardsley Park, Golf Courses and Library.

Naming

For an individual (excluding historically significant individuals) to be considered, that person must have contributed **significantly** to the acquisition or development of the land, facility or to the overall association. The recommended name must be accompanied by a biographical narrative which shall provide evidence of contributions to the overall association.

The submittal of a request shall begin at the Chartered Club Committee level for initial approval. If the recognition is to remain within a Chartered Club Facility the notification will then be sent to the General Manager for authorization.

If the recognition request is for a common area within the Association, after Chartered Club approval, the request will then be sent to the Properties Committee for further review.

The Properties Committee will then continue the initial vetting. Once completed, a recommendation will be forwarded to the General Manager and Governing Board for recommended approval.

The General Manager will then provide owner-member feedback opportunities during a thirty (30) day public notice period. The General Manager will then submit the recommendation to the RCSCW Governing Board for final approval.

Names should provide some form of individual identity related to:

- Geographic location of the facility
- Outstanding feature of the facility
- Commonly recognized historical event, group, or individual
- Individual or group who contributed significantly to the acquisition or development of the facility
- Individual who provided an exceptional service in the interest of the Association as a whole
- Naming requests for facilities shall be accepted after a minimum of a two-year waiting period after the posted date of death.

Renaming

The renaming of buildings, structures and facilities is strongly discouraged. It is recommended that efforts to change a name be subject to the most critical examination so as not to diminish the original justification for the name or discount the value of the prior contributors.

Only those buildings, structures and facilities named for geographic location or outstanding feature should be considered for renaming. Anything named by deed restriction cannot be considered for renaming.

Buildings, structures and facilities named after individuals should never be changed unless it is found that the individual's personal character is or was such that the continued use of their name would not be in the best interest of the Association.

For buildings, structures, and facilities to be considered for renaming, the following must occur:

- Recommended name must qualify according to these guidelines
- Accompanied by a petition from the owner-member users of such venue

If a proposal is received for the naming or renaming of property or the placing of a memorial on property where a property or memorial already bears the proposed name, the suggested name or renaming of a memorial should be denied.

Plaques, Markers, Memorials

All plaques, markers, and memorials are subject to the same naming criteria within this policy and should be used sparingly.

The Properties Committee and appropriate RCSCW Staff, subject to approval by the RCSCW Governing Board establishes the style, size, and placement of all plaques, markers, signs, and memorials.

The location of such plaques, markers, signs, and memorials shall be limited to internal individual club rooms, managed, and maintained by the individual charter club.

All other plaques, markers, signs, and memorials shall be restricted to the Memorial Garden within Beardsley Park or any other RCSCW managed memorial areas.

The life expectancy of these items shall be determined by the location of the placement and exposure to the elements. When an item is showing signs deterioration requiring maintenance and replacement, the item will be removed.

Donations

RCSCW accepts gifts that are consistent with its mission and that support its core programs, as well as special projects. Donations and other forms of support will generally be accepted from individuals, partnerships,

corporations, foundations, government agencies, or other entities, subject to the following limitations:

- a. Direct Financial Contributions
- b. Real Property, Personal Property or Securities
- c. Property or Material in new or nearly new condition
- d. Proof of Ownership is required

All donations require the review of the Properties Committee and the General Manager and final acceptance by the RCSCW Governing Board.

Advertising

Commercial Sponsorship:

The General Manager is authorized to enter into a club/league sponsorship agreement to obtain a commercial sponsorship advertising contract for a single event. Each club with approval of the General Manager will be authorized to negotiate a contract for their club's special event but may not sign the contract. This prohibition is necessary to comply with IRS and Rules, Regulations and Procedures (RR&Ps).

The location of the advertisement must be directly related to where the club/league conducts its activities. This contract is designed for the internal use of the club/league for a specific event or activity. The contract will only be authorized for six (6) weeks prior to and tear down of the event or for the duration of a league or event. This is being placed to ensure that advertising does not become overly prevalent on Association property.

Commercial Advertising:

Only the General Manager is authorized to enter into and sign contracts with advertisers for a period not to exceed three years for the purpose of advertising within or on properties controlled by the Association. The authority of the General Manager to approve non-event advertising will ensure that advertising does not become overly prevalent on the outside or inside of Association property.

Chartered Clubs are expressly prohibited from entering into any advertising contract with any outside entity. All advertising contracts must be approved

and signed by the General Manager. This prohibition is necessary to comply with IRS and RR&P rules/regulations. All clubs must adhere to the commercial sponsorship and signage policies of the Association.

Existing RCSCW Memorialization

Woodshop Entrance	Personalized Plaque
Palm Ridge Pickleball	Personalized Plaque
Benches and Trees	Personalized Plaque
Hole in One Recognition	Personalized Plaque
Auto Restoration Paint Booth	Personalized Plaque
Auto Restoration Bldg.	Brick Plaza
Memo Tennis Center	Naming Rights
Softball Scoreboard	Signage
Pickleball Complex	Naming Rights
Softball Facility	Commercial Advertising
Tennis Center	Commercial Advertising
Pickleball / Liberty	Commercial Advertising
Pickleball / Sands	Commercial Advertising
Crooked Putter	Contract
Golf Lab	Contract
Meditation Garden	Contract / Brick Pavers
R.H. Johnson Mural	Wall / Public Art
Earl P. Mackert	Commemorative
RHJ Tennis Center	Art
Meditation Garden	Iron Butterfly / Plaque
Garden Railroad @ Beardsley Park	Plaques
Drinking Fountain @ Bocce Club	Plaque
Metal Club	Art
Clamp and Die (Kuentz)	
Flower Lady (RHJ pool)	
Golf Bag and Clubs (RHJ mini golf)	

POLICY STATEMENT - Fa10

Association Approved Single Event Commercial Sponsorship

1.0 General:

This policy establishes guidelines controlling the use of commercial sponsorship events approved by the Association. This policy applies only to those properties and facilities owned by or under the control of the Association.

2.0 Commercial Sponsorship:

The General Manager is authorized to enter into a club/league sponsorship agreement to obtain a commercial sponsorship advertising contract for a single event. Each club with approval of the General Manager will be authorized to negotiate a contract for their club's special event, but may not sign the contract. This prohibition is necessary to comply with IRS and Rules, Regulations and Procedures (RR&Ps).

2.1 The location of the advertisement must be directly related to where the club/league conducts its activities. This contract is designed for the internal use of the club/league for a specific event or activity. The contract will only be authorized for six (6) weeks prior to and tear down of the event or for the duration of a league or event. This is being placed to ensure that advertising does not become overly prevalent on Association property.

2.2 The event/activity is an internal club function and funds generated will be deposited into that clubs/league bank account for the use by the club/league as prescribed by the club/league bylaws.

2.3 Copies of all art work and signage must be submitted to the General Manager or his/her designee a minimum of thirty days prior to the event for approval.

2.4 The General Manager shall retain the right to reject any sign deemed to be inappropriate. Signage must not have a negative impact on the overall image and appearance of Sun City West.

3.0 Enforcement:

The General Manager is hereby authorized to require compliance with the requirements of this policy and to order anyone not complying to cease and desist and/or vacate Association property.

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RECREATION CENTERS OF SUN CITY WEST, INC.

POLICY STATEMENT – Fa 02

Donations, Memorialization and Naming Guidelines

1.0 Background:

Occasionally Recreation Centers' management receives offers of donations in the form of plantings, plaques or furnishings as memorials to individuals, groups or organizations. This Policy is intended to provide a basis for handling these solicitations in an appropriate and consistent manner.

2.0 Naming Rights:

Naming rights include the naming and display of recognition of a business, individual name or non-profit of a facility or portion of a facility for a predetermined amount of time. Naming right examples include: Aquatics Facility, New Buildings, Athletic Fields, Misc. Rooms, Scoreboards, Racquet Courts, etc.

For the process for consideration of a donation or naming rights proposal, refer to the "DONATION, MEMORIALIZATION AND NAMING GUIDELINES." To request a copy, contact the office of the General Manager.

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RECREATION CENTERS OF SUN CITY WEST, INC.

POLICY STATEMENT – Fa7

Association Approved Non Event Advertising

1.0 General:

This policy establishes guidelines controlling non-event advertising approved by the Association. This policy applies only to those properties and facilities owned by, or under the control of the Association. While it is recognized that some Chartered Clubs may desire to solicit advertising from sponsors to assist them with fund raising for remodeling and/or construction of club facilities, such funds shall not be used for activities that place the club and/or the Association in an undesirable or embarrassing position. Clubs must present all such requests to the General Manager for consideration.

2.0 Commercial Advertising:

Only the General Manager is authorized to enter into and sign contracts with advertisers for a period not to exceed three years for the purpose of advertising within or on properties controlled by the Association. The authority of the General Manager to approve non-event advertising will ensure that advertising does not become overly prevalent on the outside or inside of Association property.

The General Manager shall retain the right to reject any sign he/she deems to be inappropriate. Signage must not have a negative impact on the overall image and appearance of Sun City West.

3.0 Chartered Clubs:

Chartered Clubs are expressly prohibited from entering into any advertising contract with any outside entity. All advertising contracts must be approved and signed by the General Manager. This prohibition is necessary to comply with IRS and RR&P rules/regulations. All clubs must adhere to the commercial sponsorship and signage policies of the Association.

4.0 Enforcement:

The General Manager is hereby authorized to require compliance with the requirements of this policy, and to order anyone not complying to cease and desist and/or vacate Association property.

RECREATION CENTERS OF SUN CITY WEST, INC.

POLICY STATEMENT – L 5

Posting of Signs and Distribution of Literature

1.0 General:

This policy establishes guidelines controlling the posting of signs or notices and the distribution of literature or advertising. It does not cover such postings or distribution associated with political campaigns, which are addressed in a separate policy (L4). No sign or literature may be posted or distributed if it contains scandalous, malicious, defamatory or libelous language. This policy applies only to those properties and facilities owned by, or under the control of the Association.

2.0 Commercial Activities:

No commercial signs or notices may be placed on or affixed to any Association property or facility. No literature or advertising of a commercial nature may be distributed on or in Association property, with the following exceptions:

2.1 When an outside entity has entered into an agreement with the Association for the temporary use of a facility or area, signs and literature appropriate to that use may be posted or distributed in such facility or area;

2.2 When a Chartered Club has invited an outside company or vendor, for the specific purpose of promoting the Club's activities; and

2.3 Whenever the General Manager or Governing Board approves a specific event or activity.

2.4 Whenever the General Manager, with the approval of the Governing Board enters into an agreement with an advertising agency and/or specific company/person for the purpose of advertising within or on the properties controlled by the Association. Copies of signs and notices shall be submitted to the Governing Board for approval before posting or distribution begins. A simple majority will constitute approval.

3.0 Chartered Clubs:

Chartered Clubs may post Club-approved signs in their assigned space, or in other places designated for such use. Limitations on postings outside of the Club space are under the control of the Public Relations office. Club-approved literature may be distributed anywhere on Association property, so long as such distribution does not interfere with normal use of the amenities or facilities. All signs and literature will carry the name of the Club posting or distributing it.

4.0 Association Activities:

Signs and notices relating to Association activities may be posted only in those places designated for such use (bulletin boards, information kiosks or tables, etc.). Details concerning size, placement and posting duration are under the control of the Public Relations office. Literature and flyers addressing Association issues may be distributed on Association property so long as the distribution does not interfere with the members' normal use of the amenities or facilities. All such signs and notices shall carry the name and address of the originator. Copies of signs and notices shall be submitted to the Association Governing Board office at least two business days prior to the posting or distribution begins.

5.0 Personal Notices:

A member of the Association may post notices of personal interest in places designated for such use. Members may also distribute literature covering personal interest on Association property. All such notices or literature shall carry the name of the member.

6.0 Non-Association Issues:

The posting of signs or distribution of literature concerning non-Association issues is not allowed, unless of general interest to the members or specifically authorized elsewhere in the policy or in advance by the Governing Board.

7.0 Enforcement:

The General Manager is hereby authorized to require compliance with the requirements of this policy and to order anyone not complying to cease and desist and/or vacate Association property.

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