



# **Sponsorship and Donor Recognition Guidelines**

Updated: January 2023

## Introduction

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The Sedgwick County Zoo Development Department was charged with leading an interdepartmental process to developing guidelines that would increase sponsorship and donor dollars for the organization while preserving the zoo's unique brand and character. This document was created to detail the guidelines.

These guidelines do not cover every potential sponsorship or donor application at Sedgwick County Zoo. Marketing sponsorships and donor cultivation are, by nature, opportunistic undertakings that involve creative applications. New opportunities may present themselves at any time. However, these guidelines will provide a framework within those opportunities may be more readily evaluated.

## Definitions

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In recent years, the line between corporate philanthropy and sponsorships has become increasingly hazy. Corporate donors are now looking for some traditional marketing benefits. Conversely, marketing of products and services has become more frequently "co-branded" with social or environmental causes. Consumers are looking for products and services that not only match their demands for quality and customer service, but also match their values, ideals and social convictions.

Most corporate partners of the zoo are not purely "sponsors" or "donors" but fall somewhere on a continuum between the two definitions. To understand the complex relationship between the zoo and its corporate partners, the following definitions should be taken into account:

### Sponsor

A sponsor is a corporate marketing partner of the zoo who provides financial support in exchange for marketing benefits.

### Donor

A donor is an individual, corporation, or foundation who gives money to fulfill the zoo's mission with an expectation of recognition.

### Strategic Philanthropy

Strategic philanthropy is not purely altruistic, but includes some marketing and business benefits to the donor. It serves direct business interests while also serving beneficiary organizations, and supports societal needs that are important to the successful achievement of strategic business plans.

## Social Marketing

Marketing of products or services tied to social and environmental causes, resulting in behavioral change. While the traditional aim of social marketing has been “social good” as opposed to financial gain, commercial marketers are finding increasing benefit to associating products or services to social marketing causes.

## Brand

The simple definition of brand is the name of a product or service, as well as the intellectual property belonging to a business, including logos, slogans/taglines, trademarks and designs. However, modern marketing defines brand as a public image containing some form of value, known as “brand equity.” This is an intangible asset, a reputation and awareness among consumers that is generated through advertising, customer service, community relations, customer experience, word-of-mouth, etc.

## Co-branding

Co-branding combines the strength of two brands to create a marketing synergy. Strategic philanthropy and social marketing heavily rely on co-branding to create marketing benefits for corporate sponsors or donors.

## Guiding principles

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### Sedgwick County Zoo Mission

Inspiring respect and conservation of wildlife and wild places.

### Sedgwick County Zoo Key Messages

1. Sedgwick County Zoo educates both children and adults and inspires them to care through engaging experiences that facilitate action.
2. Sedgwick County Zoo is a unique experience in Kansas where all families can learn, have fun and enjoy our safe natural setting.
3. Sedgwick County Zoo has earned honors from its peers and has been a leader in ensuring that our animal ambassadors receive the best of care in settings that simulate their natural habitats.
4. Sedgwick County Zoo is a trusted organization that teams an expert staff with an engaged board and passionate volunteers to wisely steward a cherished community resource.

### Donor Recognition Philosophy

The Sedgwick County Zoo could not exist without donors. As human beings, we all have a need to be appreciated. We believe that donors who support the zoo's mission cannot be thanked too many times.

Donor recognition deepens relationships between SCZ and its donors, acknowledging current financial support and encouraging future financial support. It also influences existing and new donors to support the zoo's mission *and* to support it at higher levels.

SCZ strives to take every opportunity to thank donors publicly and privately for their generosity, in keeping with the donor's expressed wishes for public recognition (or anonymity), in a way that is meaningful to the donor and appropriate to the zoo.

### Zoo Revenues

Sedgwick County Zoo is dependent upon revenues from three primary sources:

- Earned Revenue – Admissions (general, group and special event), memberships, sponsorships, and enterprise revenues (food concessions, gift shops, etc.)
- Philanthropic support – Annual giving and project specific donations, for capital projects and programs.
- Government Support – Sedgwick County.

All three revenue producing areas must remain strong to keep the zoo vibrant, with world-class animal care and exhibits, excellent education programs and competitively compensated staff.

## Naming policy

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### Corporate / Organizational Naming Guidelines

Corporations or organizations are encouraged to be major benefactors of SCZ by recognizing a person/family important to its success. However, in some situations, the corporation or organization name may be used for a building or exterior/interior space based upon the following criteria:

- A. The corporation/organization is prominent in the history of Sedgwick County Zoo and/or State or City, with a positive image and demonstrated integrity defined by its commitment to extending the mission of the zoo (education, conservation, research, etc.); and
- B. Donation of a minimum of 60% of the cost of the building/renovation project; and
- C. Donations must be realized in full within five years of the commitment, or sooner, as approved by the Zoo director.

In cases where the corporate/organizational name is used, the gift agreement is to specify the number of years for which the building or space is named and the style of the signage, including the clause that any name changes during that period are at the sole discretion of SCZ, subject to approval by the SCZ Board of Directors.

### Criteria for identifying corporate sponsor and donor prospects

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The zoo has identified a number of criteria to keep in mind when prospecting and soliciting corporate donors and sponsors. Bottom line, we should be proud of the associations that we make and keep with the business community. These criteria include:

1. Sponsor or donor in line with the zoo's mission.
2. Some proof of the alignment and/or historic involvement with the community.
3. Products/services that are appropriate with zoo audience or are neutral. The zoo reserves the right to approve and deny any organization when it comes to sponsorship or donor co-branding.
4. Sponsorship or donor recognition proposal in line with the zoo's mission and donor recognition philosophies.

## Sponsorship and donor recognition parameters

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The following parameters describe where and when sponsorship and donor recognition can occur on zoo grounds, in zoo materials and in relation to zoo events and programs.

### Acceptable Sponsorship and Donor Recognition Opportunities

1. Special on-grounds events and special event venues (e.g. Zoobilee, Boo at the Zoo, Summer Concert Series, etc.)
2. Special off-grounds events
3. Temporary/seasonal displays
4. Non-naturalistic animal exhibits
5. Non-exhibit structures (e.g. Cargill Learning Center, Plaza Beastro, Pavilions)
6. Zoo public spaces
  - Commercial enterprise zones (food concessions and gift stores)
  - Zoo entrances (e.g. entry banners, A-boards)
  - Parking lots (e.g. parking lot banners, fence banners)
  - Public plazas or gazebos
  - Main loop path (e.g. marketing direction banners, exhibit entrance monuments)
7. Zoo marketing and media advertising with sponsor inclusion
8. Product displays in enterprise zones and outside of gates
9. Private after hours events
10. Zoo educational programs
11. Zoo endowments for staff positions, facilities or programs
12. Zoo uniforms
13. Zoo fleet (e.g. cars & golf carts)
14. Zoo general publications (e.g. ZooTracks, zoo maps, ticket backs)
15. Zoo electronic publications

## Specific donor recognition parameters

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### Naming

Sedgwick County Zoo offers naming of facilities to donors, including but not limited to buildings, interior and exterior spaces, landscapes, roads, physical features, or objects at the zoo, including exhibits and exhibit spaces.

Donors (including corporations and other organizations) must contribute a significant portion of the cost of the facility or its renovation (at least 60%). Names remain on the facility or space for its lifetime except for corporate or organization names, which have a lifespan determined at the time of the gift.

### On-grounds Recognition

Donor recognition on zoo grounds ranges from the Annual Giving recognition to physical recognition at individual exhibits and other locations. Donor recognition does not include sponsorship recognition except as a part of a companies' lifetime giving recognition. Donor recognition may take place at public locations throughout the zoo.

Any physical recognition in an exhibit space would need to fit within the visual context of that space while providing appropriate and meaningful recognition of the donors that helped make it possible. Exhibit recognition would primarily be for capital gifts relating to the construction or renovation of the exhibit space, but could include integrated or separate recognition for annual giving or endowment gifts that support the operation of that exhibit.

## Valuation guidelines

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It important to offer corporate sponsorship opportunities at the zoo that is properly priced. It is also important to remember the definitions distinguishing sponsors and donors. Sponsorship pricing should be equitable, since sponsors are purchasing a marketing benefit.

Donors may not be actually "purchasing" a marketing benefit, but should be recognized and stewarded in relationship to their importance to the zoo.

Therefore, established valuation guidelines, while specific to corporate sponsors, can provide some help establishing the amount of recognition appropriate to donors as well. These guidelines are based on formulas commonly used in the marketing industry.

Sponsorships are initially valued on a number of “tangible” benefits, each with a set value per estimated impression. These benefits vary per sponsor, but could include:

- Sponsor ID in non-measured media
- Sponsor ID in measured media
- Sampling/display
- Database access
- Tickets/hospitality

Sponsorships can also be measured by a number of intangible benefits:

- Prestige of Property
- Recognizability
- Audience Loyalty
- Category Exclusivity
- Protection from Ambush
- Degree of Sponsor Clutter
- Networking Opportunities
- Media Coverage Potential
- Established Track Record

Valuations are calculated to be competitive both locally and nationally, so that zoo marketing properties are neither overpriced nor underpriced. Properly pricing sponsorships allows the zoo to sell fewer sponsorships, thus eliminating clutter while maximizing revenue.

## Sedgwick County Zoo Donor Privacy Policy

Sedgwick County Zoo recognizes the importance of protecting the privacy of individuals and organizations maintained in our data base. We adhere to all requirements with respect to protecting privacy and abide by the national Donor Bill of Rights. (See below)

Sedgwick County Zoo will not trade, share or sell a donor's personal information with anyone else, nor send donor mailings on behalf of other organizations.

Personal information gathered by our organization is kept in confidence. All employees who work with the databases are required to sign a confidentiality statement upholding the security of the information we have on our constituents. Safeguards are in place to ensure that the information is not disclosed or shared more widely than necessary. To prevent unauthorized access, maintain data accuracy and ensure the appropriate use of information, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure the information we handle. We also take measures to prevent the data's loss or destruction.



## A Donor's Bill of Rights

This Bill of Rights for charitable givers was developed by the following four industry experts: American Association of Fund Raising Counsel, Association for Healthcare Philanthropy, Council for Advancement and Support of Education, National Society of Fund Raising Executives. It is industry-accepted and all quality charities should subscribe to the beliefs espoused here.

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes that they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgment and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.