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Donor & Sponsorship Recognition Guidelines



TABLE OF CONTENTS

1.	INTRODUCTION	1
	Department Donor and Sponsor Recognition Policy	1
	Department Guidelines	1
	Guiding Principles	2
2.	FORMS OF OFF-SITE RECOGNITION	4
	2.a. Thank-you Letters	4
	2.b. Awards	4
	2.c. Publicity	4
	2.d. Events	4
	2.e. Commemorative Items Given to the Donor	4
	2.f. Mementos	4
3.	FORMS OF ON-SITE RECOGNITION	5
	3.a. Donor Books/Computer Terminal Displays	5
	3.b. Temporary Signs	5
	3.c. Park Newsletters	5
	3.d. Interpretive Programs	5
	3.e. Credit Lines	6
	3.f. Recognition Boards/Walls	6
	3.g. Permanent Plaques	7
	3.h. Semi-Permanent Signs	7
	3.i. Sponsorship Programs	7
	3.j. Other Publications	8
4.	MEMORIALS/COMMEMORATIVE WORKS/MEMORIAL GIFTS	8
5.	CATALOG PROGRAMS	9
6.	NAMING PARK FACILITIES AND SITES	9
7.	RECOGNITION ON DONATIONS OF ITEMS AND ARTIFACTS	10
8.	RECOGNITION ASSOCIATED WITH SPECIAL EVENTS	10
9.	OTHER	11
	9.a. Use of Corporate Logos	11
	9.b. Special Privileges	11
	9.c. Endorsements	12
	9.d. Employee Recognition/Memorials	13
10.	EXISTING NON-CONFORMING ON-SITE RECOGNITION	13
11.	CONTRACTUAL OBLIGATIONS	13
12.	MONITORING	14
	GLOSSARY	15
APPENDIX A	POLICY I.5 Advertising, Endorsements, and Sponsorships	A-1
APPENDIX B	POLICY II.2 Classification and Naming Units, Features, Groves, and Trails of the State Park System	B-1
APPENDIX C	POLICY IV.5 Facility, Product or Service Donations	C-1
APPENDIX D	Enabling Legislation	D-1

1. INTRODUCTION

California State Parks values the widespread public support of individuals, foundations, corporations, non-profit organizations, service clubs, and other entities, and seeks to foster philanthropic traditions through recognition of this support. Recognition, in appropriate ways, is a proper gesture of acknowledgment and appreciation to those making contributions.

California State Parks is the recipient of donations made for a variety of purposes; to promote individuals, products or groups, as memorials, or for altruistic purposes to further the aims of parks or to protect resources. Recognizing that there is a continuum between the anonymous benefactor and the major corporate sponsor, it is appropriate to define and direct the form of recognition to the situation in order to protect the resources and the experience for which units of the California State Park System are established. It is for this reason that the following policy and guidelines are instituted.

The State Park and Recreation Commission has previously adopted policies which address donations, advertising, endorsements and sponsorships as well as the naming of features, groves, and trails within units of the State Park System (Policies I.5, II.2, and IV.5). These policies direct that units of the system are not generally considered venues for advertising, but that acknowledgement of sponsorship may include memorial plaques approved by the Department, display of corporate logos, products/services or other identifying signage. The policies caution, however, that display of appropriate recognition shall not degrade the natural and cultural resources of the unit or interfere with the visitor's enjoyment of the park's aesthetic values. The State Park and Recreation Commission has recognized that the Director has the responsibility for developing guidelines which provide such protection.

DEPARTMENT DONOR AND SPONSOR RECOGNITION POLICY: It is the policy of California State Parks to offer an incentive to prospective donors and sponsors by providing suitable acknowledgement of their contributions. In order to protect park resources, values and the visitor experience, recognition shall fully respect the dignity and focus of the various parks. Such recognition shall not detract from the visitor's experience or expectation, impair the visual qualities of the park environment, be perceived as advertising or commercializing the character of the park setting, or create a feeling of proprietary interest.

DEPARTMENT GUIDELINES: These guidelines have been developed to ensure that all donors and sponsors, including park tenants, local operators of State Park System units and facilities, concessionaires, cooperating associations, lessees, employees, operators, and other park partners, including support groups, user groups, advocacy groups, corporate sponsors, et cetera, are treated equitably and appropriately while recognizing their contributions in ways that do not diminish the values and purposes of the parks. Because of the sensitivity of many park resources and clientele which can be affected by donor or sponsor recognition, it is important that an appropriate level of oversight be practiced by the management of the State Park System to guarantee equitable treatment, and the coordinated development of statewide recognition programs.

GUIDING PRINCIPLES: The following basic principles form the basis for the Recognition Guidelines

1. Donations, gifts, and memorials for park units should be relevant to the declaration of purpose, intent for which the unit was acquired, and when appropriate, the interpretive period of the unit.
2. In all forms of recognition, the donor's wishes for anonymity shall be respected.
3. It is preferable to express appreciation for contributions by giving something to donors or sponsors rather than by forms of recognition to be displayed in the park.
4. Where a physical form of in-park recognition is deemed appropriate, temporary/transient forms are preferred.
5. Under no circumstances (except as noted) should either temporary or permanent recognition be affixed to cultural or natural resources of the site, be placed where they would intrude on the historic or natural character of the area, or upon items of uniform apparel or their accouterments.
6. Recognition of corporate donations or sponsorships must not in any way suggest the endorsement¹ of California State Parks, nor give the impression to park visitors of advertising, commercialization or solicitation, or of a proprietary interest in the unit.
7. Except with the concurrence of the Director, promotions or corporate slogans shall not be permitted².
8. Temporary or permanent recognition, except for special events, shall be subordinate in all cases to the character of the surroundings through use of muted earth tones, appropriate sizing and good taste, nor shall it detract from the park values or the park's interpretive messages.
9. Recognition shall not interfere with routine park operations or visitor use.
10. State implemented sponsorship programs such as the "Adopt-a-beach" and "Adopt-a-park" programs should conform with these guidelines and are subject to the approval of the Director.
11. Park facilities or features are generally named for reasons of natural or cultural significance as it relates to the individual park unit where it is deemed appropriate by the

¹ See exceptions in Section 9.c., Endorsements, page 12.

² See exceptions in Section 8., RECOGNITION ASSOCIATED WITH SPECIAL EVENTS, page 10, and Section 3.j. Other Publications, page 8.

Director. Similarly, facilities may be named in recognition of a donor, but shall be subordinated to names which describe the facilities' purpose or common usage, or make use of historic names.

12. Under ordinary circumstances the donor of exhibited artifacts will not be recognized by the use of exhibit labels.
13. These guidelines are not intended to supersede requirements of General Plans or long-standing formalized recognition programs, which will continue in their current form. However, inappropriate existing recognition should be phased out whenever possible, to conform with these guidelines.
14. Except when subject to preexisting contract language, park tenants, including concessionaires, cooperating associations, lessees, employees, local or private operators, and other park partners, including friends and docent groups, user groups, advocacy groups, et cetera, shall follow these guidelines as they relate to on-site recognition.
15. It is recognized that units of the State Park System, because of their classification as well as their geographic location or setting, can vary greatly in what would be considered appropriate forms of recognition without detracting from the visitor experience or expectation. It is the responsibility of the District Superintendent to have a sense of the public's regard for the tone of displayed recognition.
16. California State Parks is responsible for maintenance and repair of park facilities, and so must consider replacement costs for plaques and other forms of acknowledgement subject to damage when developing on-site recognition. Priorities for replacement and repair of such property are determined by the District and based solely upon public need.

2. FORMS OF OFF-SITE RECOGNITION

2.a. Thank-you Letters -- Every donor should promptly receive a letter of appreciation. In many cases, that might be all that is required. Besides being an opportunity to express appreciation for the donation, the thank-you letter can be used as the required DPR letter of acceptance and to acknowledge special circumstances that might apply. It should acknowledge the gift, the donor, date of acceptance and, if cash, the dollar amount. The thank-you letter will also serve as evidence of the gift for the purposes of the donor's tax records. As such, it should completely describe the gift. It should not, however, attempt to value the gift. Depending on the nature and significance of the gift, it might be appropriate to have a thank-you letter also sent to the donor from the Director of the DPR.

2.b. Awards -- Refer to Director's "Recognition Program and Guidelines, November 1994," specifically the Dewitt Award, the Golden Bear Award, and the Volunteer Medallion. The "Volunteers in Parks Program" manual discusses awards and appropriate recognition of volunteers for donation of services.

2.c. Publicity -- DPR can publicly recognize donors through press releases to newspapers, magazines and radio and television media, articles in park and DPR newsletters. Articles in the donor's media, such as their corporate newsletter or annual reports, are also ways that recognition can occur. In all cases the donor's request for anonymity shall be respected.

2.d. Events -- Higher profile recognition can occur through media events, press announcements, photo opportunities, ground breakings, ribbon cuttings, meal functions or special recognition events. Other activities or forums in which the donor is involved, such as annual meetings/conventions of non-profit organizations, can also be used. Some of these events may be held on-site in accordance with acceptable current park practices.

2.e. Commemorative Items Given to the Donor -- Some items that might be presented to donors as an expression include certificates of appreciation, prints, photographs, paintings, and plaques. Many donors feel a strong affinity for the park to which they are making a donation. A framed photograph or print of the park, with a small engraved plate or other form of inscription indicating DPR appreciation, might give the donor continuing enjoyment, and help reinforce that affinity. These kinds of items might be sent to the donor, presented in a simple ceremony, or tied into media events or other activities.

2.f. Mementos -- A book, park lapel pin, or other park or project-related memento might be appropriate as an expression of appreciation. These may also be presented in conjunction with other forms of recognition, depending on the nature and significance of the donation.

3. FORMS OF ON-SITE RECOGNITION

3.a. Donor Books/Computer Terminal Displays -- Donor books kept on display or computer terminals with recognition data bases that can be accessed by the public in visitor centers, are ways to record donors and make their names available to the public without a proliferation of in-park recognition. Donor books related to a one-time, high profile effort may be kept available for public viewing for a period of time and then put into the park archives where they may be made available for viewing upon request.

3.b. Temporary Signs -- Temporary signs (such as those used to acknowledge donors during construction activities, restoration of a structure or site, or which include recognition of a sponsor's financial support for a contract period) should be informational, of appropriate design and scale, and make clear that DPR is recognizing the donation by placing DPR first.³ They should inform visitors and might contain a brief interpretive message about the nature of the project and the support provided by the donor. The signs should be sturdy, of good quality materials, consistent with the design of other park signs, professionally done and in keeping with park design standards. Donor's name and corporate logo may be used if they are of non-contrasting color and subordinate to the sign's message.

Where it is appropriate to put up more than one sign, they should be placed at infrequent intervals so that multiple signs are not visible from a single viewing point. Except under unusual circumstances requiring the approval of the Park Stewardship Division Chiefs, such signs should not be placed in areas managed for natural values. Under no circumstances should they be affixed to cultural or natural resources, or placed in areas of cultural sensitivity where they would intrude on the historic character of the area.

Temporary recognition signs may be left in place only for the contract period, or in the case of "construction" signs, for no more than six months beyond completion of the actual work on the project.

3.c. Park Newsletters - Articles or other displays of donor names in park newsletters provide recognition to donors and allow an opportunity to explain to the public what kinds of projects and activities are made possible through donations. Such articles can also generate visitor interest in making donations.

3.d. Interpretive Programs -- Occasionally, a donor is integrally related to the park or the existence of the park. In such cases, it might be appropriate to mention the donor's contribution(s) during selected interpretive programs or signage of the park. It might also be appropriate to mention donor support where the donation is directly related to what is being interpreted, such as a meadow restoration.

³ An example would be: "The Department of Parks and Recreation expresses its appreciation to [donor's name]." or "California State Parks acknowledges the contribution by [donor's name]."

3.e. Credit Lines -- Appropriate recognition for contributions and donated items may be allowed at the discretion of the District Superintendent on items such as printed materials like information folders and park brochures, audio visual materials, newsletters, interpretive signs, and indoor and outdoor exhibits. Donor name and corporate logos may be included, provided such recognition amounts only to a small, subordinate, short credit line at the end of the material. In the case of interactive information kiosks, a credit line may be used on the monitor and printed information⁴, but should not be on the kiosk itself. In most circumstances "service marks", advertising, promotions, or corporate slogans will not be permitted. Advance approval must be obtained in writing from the Superintendent for exemptions from this guideline.

3.f. Recognition Boards/Walls -- District Superintendents may approve the placement of donor boards or donor walls in visitor centers or other appropriate visitor facilities, provided the boards or walls are not the first thing an entering visitor observes, are subordinate to the primary function of the visitor center, are consistent with professional design standards and do not detract from the park's interpretive messages. Temporary displays, such as "goal thermometers", might be appropriate for the life of a specific capital campaign while longer term boards and walls might be appropriate for significant gifts. Such boards/walls should utilize a format that allows the recognition of donors by the placement of small name plates, plaques or other markers which can be added and removed with relative ease.

The boards might include a section or column recognizing different categories of donations (e.g., volunteers, memorial gifts, donations of exhibit or archive materials, donors of funds, etc.) as appropriate.

Recognition markers shall be removed within 10 years, with the exception of the preexisting programs discussed below. Donations of a very significant nature may be worthy of the greater recognition periods. The District Superintendent should review the recognition periodically, and remove or retain it as appropriate. Donors should be sensitively advised that donor boards are not intended to be permanent and may be removed at any time, particularly when the facility is being renovated or if there are problems of vandalism or other maintenance concerns.

For approved recognition boards or similar devices, District Superintendents shall have established in advance and have on file an implementation plan which includes the intended location, design, and time frame, and which comprehensively addresses the procedures and criteria to be followed. These shall include, at a minimum, consistent criteria for donor boards, including minimum standards for recognition (amount of money, number of hours volunteered, etc.).

3.g. Permanent Plaques -- With the exception of preexisting donor programs⁵, permanent plaques are to be actively discouraged and generally are not to be used to recognize monetary contributions

⁴ As an example: "This brochure was made possible through the contribution of [donor's name]."

⁵ Examples would be the Save-the-Redwoods League and the Sempervirens Fund which have specific provision at DOM Section 1446.1. See also the discussions in Section 4, MEMORIALS/COMMEMORATIVE WORKS/MEMORIAL GIFTS, page 8, and Section 10, EXISTING NON-CONFORMING ON-SITE RECOGNITION, page 13.

to California State Parks. Other exceptions will be permitted only with the approval of the Director and should be proposed only for major contributions (of time, money, land, etc.) of long-term benefit to the Department of Parks and Recreation. Permanent recognition plaques should be placed only in developed areas and preferably inside an existing public structure, such as a visitor center. Except for preexisting established programs or under unusual circumstances requiring the approval of the Park Stewardship Division Chiefs, such plaques should not be affixed to cultural or natural resources of the site where they would intrude on the historic or natural character of the area. The maximum commitment for plaque maintenance shall be made for no more than five years.

3.h. Semi-Permanent Signs -- Single purpose recognition signs should be avoided. Directional, interpretive, and informational signs should be considered as locations for donor recognition. Recognition should be secondary to the information the sign is designed to convey. For instance, a trail directional sign might incidentally recognize that the trail was constructed through the donor's efforts. Similarly, interpretive displays might note that particular features such as overlooks or other facilities are available through the generosity of specific donors or volunteers. The recognition shall not dominate the sign either by scale or color, and shall not be superior in any way to the park message. Standard earthen colors, lettering sizes and, for sponsorship programs, consistent size, design and use of program logo shall prevail.

Sign recognition, like permanent plaques, shall be proposed only for significant contributions (of time, money, land, etc.) of long-term benefit to the Department of Parks and Recreation. Permanent recognition should be placed only in developed areas and preferably inside an existing public structure such as a visitor center. Except under unusual circumstances requiring the approval of the Park Stewardship Division Chiefs, signs should not be placed in an area managed for natural values. Under no circumstances should they be affixed to cultural or natural resources, or placed in areas of natural or cultural sensitivity where they would intrude on the historic or natural character of the area. No commitment for sign maintenance should be made for more than five years.

3.i. Sponsorship Programs -- Sponsorship Programs (such as the adopt-a-beach or adopt-a-trail programs) are a recognized method for obtaining necessary funding and/or services in exchange for regularized acknowledgement on a signboard. These programs should be governed by individual statewide programs, consistent with statewide sign standards and approved by the Park Stewardship Division Chiefs. In a sense, these programs are not recognition in that they are limited term service agreements designed to promote or advertise the providing entity. Nonetheless, the standardized recognition provided by these programs must otherwise conform to these guidelines in design, placement and sensitivity. It is also important to remember that soliciting or negotiating sponsorships may conflict with existing contracts or other efforts within DPR. Please coordinate any such opportunities with the Division of Marketing and Revenue Generation.

3.j. Other Publications -- In order to serve various regional, district and unit needs to distribute information which enhances visitor use of the parks, items such as tabloids, activity calendars, park maps, or tidebooks may include the underwriting sponsor's limited announcements.

4. MEMORIALS/COMMEMORATIVE WORKS/MEMORIAL GIFTS

It is not appropriate to use state parks to memorialize individuals unless there is a distinguished or unique relationship between the park, the State Park System and the individual. The test of such a relationship is whether the individual has an appropriate place in the interpretive program as a person integral to or instrumental in the history of the park. In general, an individual should have been deceased for at least five years before DPR can make an objective judgment about the significance of that person's role. Long-standing formalized memorial programs (such as the well established memorial grove programs of the Save-the-Redwoods League or the Sempervirens Fund) and park-specific policies (General Plans) shall govern in preference to these Recognition Guidelines.

Memorial donations (gifts made in memory of a person) may be recognized in the same way as other gifts. Units of the State Park System are public spaces and are generally not appropriate for memorializing individuals who did not have a significant relationship to the purposes of the park as described above. It is the preference of State Parks that donors of memorial gifts be thanked with off-site forms of recognition, or if the park has a donor board, in an area set aside for memorial gifts that otherwise meet the criteria for that form of recognition. Such listings on donor boards should be subject to the same time limitations as other gifts. The recognition of new memorial donations should not include the donor's name. It should simply list the name of the person in whose memory the gift is given, but not include the honoree's date of birth and/or death, military service, degrees or other honors. Where any on-site memorial name is deemed appropriate by the Park Stewardship Division Chiefs, the recognition shall be secondary or subordinate to names which describe purpose or application, are of natural, historic, or cultural significance or a name in common usage.⁶ Reasonable care and consideration should be given to memorial applications to determine if the individual's contributions can stand the test of time. Any individual deemed significant enough to merit such a memorial should be considered for interpretation in the park's program.

⁶ An example might be: "SPIDER FALLS CAMPGROUND Donated in the memory of Robert T. Bruce" not the "ROBERT T. BRUCE CAMPGROUND."

5. CATALOG PROGRAMS

In an effort to raise funds or acquire necessary park related equipment, catalog programs may be developed which offer, for an established fee (which should include necessary administration costs), a variety of items such as picnic tables, benches, vehicles and flagpoles which help potential benefactors consider what their donation may acquire. These programs may include formal memorial programs which set forth the item, its cost, and the method of memorial. Before such programs are established they are to be reviewed and approved by the Park Stewardship Division Chiefs for content, method of recognition, and conformance to these guidelines. In the case of new formal memorial programs, conformance to the guideline above for relationship to the park need not apply, but it is preferred that the recognition take the form of off-site recognition or the use of a memorial board. Where approved, small discrete recognition may be placed upon the object such as by the branding of the cut cross-grain ends of benches or picnic tables. Where the object is in or adjacent to high-use areas such as parking lots, recognition may be placed in a more visible location, but in every instance attribution must otherwise conform to these guidelines for scale, color, etc.

6. NAMING PARK FACILITIES AND SITES

Non-historic or new park facilities or structures may be named in recognition of a donor when the donor has funded the major cost of the facility or structure.

After an individual has been deceased for five years,⁷ the Director may consider naming a non-historic or new park facility or structure in their honor if they had a clear and long-lasting association with and provided extraordinary support to the site, unit and/or the State Park System.

Where any on-site name is deemed appropriate by the Director, or the State Park and Recreation Commission, the recognition shall be secondary or subordinated to names which describe purpose or application, historic names, or common usage. Reasonable care and consideration should be given to memorial applications to determine if the individual's merit can stand the test of time. Any individual deemed significant enough to merit such a memorial should be considered for interpretation in the park's program. (See Commission Policy II.2 in the Appendix.)

⁷ An individual must have been deceased for at least five years before DPR can make an objective judgement about the significance of that person's role.

7. RECOGNITION ON DONATIONS OF ITEMS AND ARTIFACTS

Often donations are made of specific items to be used in the park. It is preferred that off-site forms of recognition such as donor boards and donor books be used to acknowledge such donations, in order to prevent the proliferation of obtrusive signs and visual clutter. However, in extraordinary circumstances (such as with donations of exceptional nature or of substantial value or scale), recognition may be inconspicuously and appropriately done in a manner which does not detract from the image of DPR or the appearance of the donated item and is otherwise consistent with other control agency directives, rules, and regulations.⁸

Recognition of artifacts displayed in parks, even with the most appropriately placed exhibit labels, adds to the visual clutter of the display and distracts the visitor from the object at hand, and/or the interpretive message. Gifts of artifacts may be recognized by letters of appreciation, publicity, events, awards, gifts of commemorative or memento items, donor books, computer terminal displays, or interpretation when the artifact or the donor is closely associated with the park unit. Under ordinary circumstances, the donor of artifacts will not be recognized on exhibit labels.

8. RECOGNITION ASSOCIATED WITH SPECIAL EVENTS

Provisions for advertising, promotions or corporate slogans are not provided by this guideline, with the limited exception of special events. Special events are a recognized fund raising activity for many organizations and a popular source of recreation for a large portion of the population. For the purposes of this guideline, special events are considered to fall generally into two categories; non-DPR events allowed under special event permit, and events in which the DPR is at least a co-sponsor.

For non-DPR events, notices may be placed within the park only in close proximity (both in time and location) to the event. Where donations or sponsorship of a special event will require some form of on-site recognition, and to ensure against any appearance of endorsement, a pre-event written agreement shall spell out the responsibilities of the parties and any conditions on the offering or acceptance of the gift. This documentation may be a special event permit, a Memorandum of Understanding, an exchange of letters or other written material which documents the event relationship. Sponsors may be permitted a hospitality area at sponsored special events. (See Commission Policy I.5, in Appendix.)

In order to provide recreational opportunities, corporate sponsors may be recognized by limited use of corporate logos and names on event facilities, signs and literature at all such special events at the discretion of the District Superintendents. The size, scale, and location of corporate logos and names should not dominate the event facilities or area. Under no circumstances shall corporate logos and or names be displayed in a manner which would in any way suggest the endorsement of California State Parks.

⁸ An example might be a vehicle license frame with "Vehicle Donated by (donor's name)."

For officially sponsored DPR events, California State Parks may provide appropriate DPR and corporate recognition, but the name of the event shall predominate. Corporate names must not be used in any way that would imply or otherwise suggest DPR endorsement of a corporate product or company, or be construed as a commercial solicitation or advertising. The emphasis should be on acknowledging the sponsor(s) versus in-park advertising. On-site notices, such as banners, must be appropriate to the character and scale of the event and may be displayed for a period of time in advance of the event if the District Superintendent wishes to encourage public attendance.

Distribution of free samples or products may be permitted in conjunction with a special event, by the sponsor or co-sponsor, if the item directly relates to the purpose of the event (e.g., plastic bags for a clean-up day), is consumable at the event or is representative of the contributor. These items may be imprinted with the name of the event and recognize sponsors by name and logo.

It is recognized that units of the State Park System, because of their classification as well as their geographic location or setting, can vary greatly in what would be considered appropriate forms of recognition without detracting from the visitor experience or expectation. It is the responsibility of the District Superintendent to have a sense of the public's regard for the tone of displayed recognition associated with special events.

9. OTHER

9.a. Use of Corporate Logos -- As units of the State Park System are not generally considered venues for advertising, it is appropriate to minimize the impact of corporate names, logos, and slogans upon the park environment and visitors. The use of corporate names or logos to acknowledge donations may be permitted in conjunction with special events, and on printed materials, temporary signs, audio visual materials, newsletters, or in recognition of donations as otherwise described in this guideline in conformance with paragraph 3.e. Advertising slogans should not be displayed.

9.b. Special Privileges -- Making a donation or co-sponsoring a special event does not entitle the donor/sponsor to any special privileges. Any requests by such parties shall be subject to the same criteria as a request by any member of the public (e.g., special use permit). Nothing contained herein shall prohibit appropriate donor recognition ceremonies. Donor recognition may include properly used corporate identification but shall not contain the public display of corporate or advertising slogans.

9.c. Endorsements -- Standards of ethical conduct issued by the Department of Personnel Administration, the Department of Parks and Recreation's Administrative and Operation Manuals, and conflict of interest statements, prohibit state employees from using or permitting the use of their position, title or authority to endorse any product, service or enterprise.⁹ However, the standards allow exceptions when the endorsement is given by the DPR as recognition for support of the Department's mission. The following forms of endorsement are allowable.

Letter or public statement: Private individuals or organizations often engage in activities that contribute clearly to the DPR's mission, including, but not limited to, the donation of funds, supplies, services, or through their efforts to encourage others to donate. In appropriate cases, the Director or appropriate designee may issue a letter or public statement commending and endorsing the person's or organization's efforts.¹⁰

DPR endorsement in DPR or non-profit support organization literature: If an organization is engaged in fund raising under an approved agreement with DPR, the organization's fund raising literature and public statements may include a quotation from the Director, designee, District Superintendent, or appropriate program manager commending the organization's efforts and endorsing the fund raising activity.¹¹

DPR recognition in an organization's self-advertising and promotion: Any entity may reference the DPR's commendation, certificate, plaque or other form of recognition from the DPR in its own advertising, promotions, or other activities that are intended to promote good will or enhance corporate name recognition. In these instances, care should be taken to ensure that the impression is not given that the DPR has endorsed a product or service offered by the entity.¹² Any materials produced by the donor, or their representatives, which refer to DPR recognition must receive prior written approval from the Director as to accuracy, content, design and appropriateness. Such self-advertising and promotional materials may make no reference to specific corporate brands, products or services, nor make use of advertising slogans concerning products or services, unless the company name and product are the same.

⁹ It is not appropriate for uniformed personnel to appear as part of a corporate event where the appearance might be perceived as a product or corporate endorsement by DPR.

¹⁰ If Jeanne Wennersten were engaged in an effort to seek out other individuals or organizations to be Volunteers in Parks (VIPs), the Director might issue a statement lauding the VIP program and endorsing Ms. Wennersten's efforts to match volunteer talents with park needs.

¹¹ If a park friends group raised funds for a new visitor center, the quotation might read: "The Department of Parks and Recreation commends the Friends of on their drive to raise funds for a new visitor center. This center will help provide better exhibits and services to visitors. We endorse their efforts and pledge our full cooperation to bring this fund raising campaign to a successful completion."

¹² If a corporation donated a significant sum to benefit the State Park System, the Director and the Secretary might issue the company a special commendation. The corporation could then reference the commendation in its self-promotion, as in: "[donor's name] Corporation is proud to have received a special commendation from the Director of the Department of Parks and Recreation and the Secretary for Resources for its recent contribution to California State Parks."

Sponsorship: Recognition of corporate contributions as sponsorship may occur when a donor provides materials, equipment or funds in order to procure the right to be the official sponsor, provider, etc. of DPR, its programs or units.¹³

9.d. Employee Recognition/Memorials -- Use the same criteria as in sections 4, 6 and 7. It is not the intent of this guideline to prohibit the use or display of employee recognition such as "Employee of the Year" plaques, where such displays are part of a formal program and otherwise conform to these guidelines.

10. EXISTING NON-CONFORMING ON-SITE RECOGNITION

Existing plaques and other recognition that do not conform with this policy should be considered for phase-out. In the process of bringing the parks into compliance with these guidelines, sensitivity toward donors must be exercised. It is important that California State Parks maintain commitments and past contractual agreements, and recognize that some existing recognitions, such as plaques and benches, may have achieved a level of historic or cultural importance of their own. In addition, care needs to be taken to avoid damaging our community relations for the sake of achieving statewide compliance.

11. CONTRACTUAL OBLIGATIONS

District Superintendents should develop written standards to form the basis for contractual obligations of their specific donor programs (such as recognition boards in visitor centers or bench plaques), which carry out these guidelines. These standards should include provisions for contractual agreements with donors which describe our responsibilities for maintenance, time frames for removal, et cetera. It should be made clear in the contract that the Department of Parks and Recreation is under no legal obligation to maintain in place or replace signs, plaques, structures or dedicated resources if they are vandalized, lost, stolen or are otherwise destroyed, or need to be relocated as a result of necessary park operations. The responsibility of the Department for maintenance or replacement of memorial signs, plaques or donated resources themselves is the same as the administrative responsibility for maintenance and replacement of other departmental property which is destroyed, vandalized or worn out during its use for state park purposes. Priorities for maintenance or replacement of such property rest within the administrative discretion of departmental management unless, as part of the contractual arrangements, the donor has made provision for replacement.

¹³ An example would be: "_____ is the official sunscreen of California State Park lifeguards."

12. MONITORING

For a period of two years following the acceptance of these guidelines, the Northern and Southern Division Chiefs shall serve as a monitoring committee reviewing their implementation. Within six months from the end of the two year monitoring program (January 2000) they shall submit a report to the Director, setting forth their findings with recommendations for changes or additions to the program which reflect operational needs.

NOTE: *The California Department of Parks and Recreation's "Donor & Sponsorship Recognition Guidelines" have been developed with assistance from the National Park Service and their "Donor Recognition Guidelines" of August 18, 1995.*

GLOSSARY

Advertising -- The activity of attracting public attention to a non-State Park related product, function or business, by paid announcements in print or any other media.

Catalog Program -- An itemized list of equipment, features, park furniture, or other items which are offered as inducement for donors or memorials.

Commercialization -- The application of any donation method, activity, program, project, sign, structure or other item which exploits the intrinsic values of park resources or park setting primarily for financial or promotional gain at the expense of park quality.

Donor -- An individual or entity who acts as a benefactor by contributing, granting, subscribing, or otherwise providing funds or labor for the purpose of maintenance, improvement, restoration, enhancement, reclamation, addition or enlargement of holdings, properties, resources or facilities of California State Parks.

Interpretive Panel -- A semi-permanent sign whose primary purpose is to present information about a place or concept which will help to improve the viewer's understanding about that subject.

Logo -- Either a name or symbol used for the purpose of easy recognition.

Plaque -- Generally a small, flat, regular shaped memorial plate or slab that conveys information in bold relief or engraving.

Recognition -- The official act of acknowledgement of acceptance.

Semi-Permanent Sign -- A sign which, by design, is intended to remain without essential change in its status, condition, or place.

Service Mark -- A word, phrase, symbol, design or combination thereof, which identifies and distinguishes the source of a service.

Sign -- A display structure using lettering or symbols which bears a posted notice, designation, direction, command, or is used to identify, communicate or interpret.

Special Events -- The short term use of Department lands or facilities for such purposes as sporting events, historical pageants, fiestas, musical concerts, weddings, receptions, banquets, non-profit organization fundraising activities which are compatible and in keeping with the classification of the specific park unit. (See Department Notice "Special Event Permits", 2-21-90, DOM 1721, Chapter 14, Field Operations.)

Sponsor -- The entity promoting and taking responsibility for an action. In the case of a co-sponsor, sponsorship would be a joint function.

Sponsorship Programs -- A service in which, for the exchange of funds and the contractual obligation for the maintenance or operation on a nonprofit basis of a unit, area or facility, the Department of Parks and Recreation agrees, for a limited time, to erect an appropriate sign in acknowledgment of the sponsorship. Examples include Caltrans' Adopt-a-Highway Program, the Coastal Commission's Adopt-a-Beach Program and the Department's Adopt-a-Park and Adopt-a-Trail programs.

Statewide Program -- A program which transcends an individual unit or district of California State Parks.

Temporary Sign -- A sign which, by design, is placed for a known short-term period.

Volunteer -- An individual or entity who performs or offers to perform a service, obligation or helpful work of their own free will without remuneration or recompense.

APPENDIX A

POLICY I.5

ADVERTISING, ENDORSEMENTS, AND SPONSORSHIPS

(Amended 5-4-94)

The Commission and the Department shall actively solicit endorsements and sponsorships for parks, facilities, publications and services from businesses, individuals, and other entities. Such endorsements and sponsorships will cover all present and future costs and provide revenue to the Department. Sponsorship of special events shall entail sufficient funds to cover the costs of the events. Generally, units of the State Park System are not considered venues for advertising. However, acknowledgment of sponsorship may include display of corporate logos, products/services, or other identifying signage.

Display of corporate logos, products/services, or other identifying signage shall not degrade the natural and cultural resources of the unit or interfere with the visitors' enjoyment of the parks' aesthetic values. The Director shall have developed guidelines which prevent such degradation and interference.

No advertising or sponsorship of tobacco products or alcoholic beverages is permitted without the express approval of the Director.

The Director shall report to the Commission at regular Commission meetings on the status of existing and potential sponsorships.

APPENDIX B

POLICY II.2

CLASSIFICATION OF NAMING UNITS, FEATURES, GROVES, AND TRAILS OF THE STATE PARK SYSTEM

The following procedure will be used to identify, classify, and name units of the State Park System:

1. Unit Project Name

A unit project name may be used by the Department of Parks and Recreation throughout the initial phase of site selection, planning, and acquisition of a unit to be added to the State Park System. The project name, so far as possible, will be based on the criteria outlined in Paragraph 3 below.

2. Classification and Naming

- a. Following the acquisition of and preparation of a resource inventory for a new unit of the State Park System, the Department will provide the secretary of the Commission with a recommendation containing the unit's permanent name and classification.
- b. The type of classification shall be governed by existing State law, principally the Public Resources Code, Division 5, Chapter 1, Article 1.7, Section 5019.53 et seq.
- c. With regard to naming, the Department's recommendation will be based on the criteria outlined in Paragraph 3 below and any existing state regulations.
- d. Upon receiving a recommendation for the classification and naming of a unit of the State Park System, the secretary of the Commission will select the time and place for holding a public hearing before the Commission for this specific purpose. The secretary will ensure that the hearing is properly announced in accordance with existing State regulations in order that the classification and naming as adopted by the Commission may be recorded and made a part of Title 14 of the California Code of Regulations.

3. State Park System Unit Names

In most cases, a unit should bear the name to which it has been accustomed due to location, association, history, natural features, or general usage. Changing the name of a classified unit is strongly discouraged. A unit may be named by the Commission in honor of a person living or deceased, or a group, organization, or other entity which has rendered services of statewide significance to the State Park System.

4. Naming of Features Within Units of the State Park System

The Director may approve the use of a name to identify a feature within a unit of the State Park System when this action is necessary or desirable for any reason, such as ease in identifying a feature for users of the system, preparation of maps, recognition of deserving individuals or groups, organizations, or other entities. Names so selected may be altered or changed by the Director as conditions warrant. The approval of a map or the use of a sign identifying a feature shall constitute the Director's approval and the recording of the Director's actions.

5. Memorial Groves

The Commission reserves the privilege of approving the selection and names given to memorial groves within the State Park System. Sections or areas within units of the State Park System may be permanently set aside as memorial groves for any reason approved by the Commission. However, generally, memorial groves will be approved and named only to honor individuals or organizations who have donated at least \$5,000 or one half of the present market value of the area to be named. Memorial plaques approved by the Department shall be used to identify such areas. These plaques shall include a statement of the State's participation in the acquisition of the grove if appropriate. Memorial groves will be indicated on an official map left in the headquarters of the unit concerned and in the archives of the Commission. The naming of a memorial grove will not have any effect on the area, section, or unit name of a unit of the State Park System.

6. Memorial Trails

The Commission reserves the privilege of approving the selection and names given to memorial trails within the State Park System. Areas within units of the State Park System may be permanently set aside as memorial trails for any reason approved by the Commission. However, generally, memorial trails will be approved and named only to honor individuals or organizations who have donated at least \$5,000 or comparable service for trail improvements. Memorial plaques approved by the Department shall be used to identify such areas. These plaques shall include a statement of the State's participation in the establishment of the trail if appropriate. Memorial trails will be indicated on an official map in the headquarters of the unit concerned and in the archives of the Commission. The naming of a memorial trail will not have any effect on the area, section, or unit name of a unit of the State Park System.

APPENDIX C

POLICY IV.5

FACILITY, PRODUCT, OR SERVICE DONATIONS

(Amended 5-4-94)

The Department may accept donations of facilities, products, services, programs, or money when such offers are found by the Director and the Commission to be consistent with the goals and objectives of the Department. In accepting such offers, the Director may consider the appropriateness of such materials, services, or programs for use in systemwide or specific units, portions of units, or benefit by the State Park System. Whenever the need for donations is identified in advance, the Department shall solicit offers of products and services from more than one source.

Donations of tobacco or alcoholic beverage facilities, products, services, or programs shall not be accepted unless approved by the Commission.

The Department may accept goods or services in lieu of fees charged for short-term concession rentals or special events when, in the judgment of the Director, such goods and services are appropriate and are of comparable value to the unit or the Department.

Where the Department has accepted appropriate donations of commercial products, facilities, services, or programs in accordance with the criteria established in this policy, such donations may be publicly acknowledged by resolution of the Commission. When donor recognition is shown on a plaque or on donated items, it shall be in keeping with the park use and in a manner appropriate to the donation, as determined by the Department. Commercial logos shall be of size and placement approved by the Department.

APPENDIX D

ENABLING LEGISLATION

Section 5009.1 Private funds and services; department acceptance; sign recognition

(a) The department may enter into an agreement to accept funds from any person, corporation or other business entity, or organization for the maintenance or operation, on a nonprofit basis, of a designated state park system unit or facility. Any funds so received shall be deposited in a separate account in the State Park Contingent Fund. The funds received shall supplement existing resources for the purpose of enhancing the maintenance or operation of the unit or facility, with priority given to preventing closure or reduced hours of service to the public. The department and the sponsoring person, entity, or organization shall specify in the agreement the level of service which is to be performed.

(b) The department may enter into an agreement to accept services from any person, corporation or other business entity, or organization for the cleanup, repair, or enhancement of any designated state park system unit or facility. Under the direction of the department, these services shall supplement existing staff resources for the purpose of enhancing the maintenance and operation of the unit or facility.

(c) The director may authorize the erection of appropriate sign in recognition of the sponsorships, consistent with existing law and with the rules and regulations of the department regarding signs in units of the state park system.

(Added by Stats. 1994, c. 1196 (S.B. 462), Section 2.)