

# California State Parks



Donor & Sponsorship Recognition Guidelines

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State of California  
The Resources Agency  
Department of Parks and Recreation  
P.O. Box 942896 Sacramento, CA 94296-0001

# **DONOR AND SPONSORSHIP RECOGNITION GUIDELINES**

**CALIFORNIA DEPARTMENT OF PARKS AND RECREATION**

**See Department Notice 2006-04**

**March 2006**

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**Questions should be addressed to Assistant Deputy Director  
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## I. 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 an appropriate 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 or groups, as memorials, or for altruistic purposes to further the aims of parks or to protect resources. When considering recognition, California State Parks shall protect the resources and the experience for which units of the California State Park System are established. For this reason the following Department's Donor and Sponsorship Recognition Policy, its Guiding Principles (DN 2006-04) and guidelines have been adopted.

The State Park and Recreation Commission has previously adopted policies that address donations, advertising, endorsements and sponsorships as well as the naming of features, groves, and trails within units of the State Park System (see Appendices B, C, and D). 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 that provide such protection.

## II. DEPARTMENT DONOR AND SPONSORSHIP RECOGNITION POLICY

Department Notice 2006-04 establishes the following policy for the Department of Parks and Recreation.

*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, sense of place, 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.*

### III. 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, etc.) 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 that 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 systemwide recognition programs.

#### A. Guiding Principles

Department Notice 2006-04 establishes the following Guiding Principles as the basis for these *Donor and Sponsorship Recognition Guidelines* and serves as the foundation for interpretation and application of California State Parks' Donor and Sponsorship Recognition Policy.

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

1. California State Parks and its staff appreciate gifts and memorials for park units and their contribution to further the Department's mission. Donations, gifts, and memorials for park units should be directly supportive of the declaration of purpose, intent for which the unit was acquired, a park unit's general plan, 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 on-site recognition is deemed appropriate, temporary/transient forms of recognition are preferred.
5. Under no circumstances (except as noted in subsection B.2.g.) should either temporary or permanent recognition be affixed to cultural or natural resources of the site, located where they would intrude on the historic or natural character of the area, or placed upon items of uniform apparel or their accouterments.
6. Recognition of corporate donations or sponsorships must not in any way suggest the endorsement<sup>1</sup> of California State Parks, nor give the impression to park visitors of advertising, commercialization or solicitation, or of a proprietary interest in the unit.

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<sup>1</sup> See exceptions in Section III.B.8.c., Product Recognition, page 14.

7. Except with the written concurrence of the Director, advertising promotions or corporate slogans shall not be permitted<sup>2</sup>.
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. Recognition shall not 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 "Proud Sponsor," "Adopt-a-Beach," and "Adopt-a-Park" programs should conform to these Guiding Principles and the following guidelines and are subject to the approval of the Deputy Director Park Operations.
11. Park facilities or features are generally named for natural or cultural significance relating to the individual park unit and as deemed appropriate by the Director. Similarly, facilities may be named in recognition of a donor, but such recognition shall be subordinated to names that describe the facilities' purpose or common usage, or make use of historic names.
12. Under most circumstances<sup>3</sup> 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 to these guidelines. New general plans or amendments to existing general plans adopted after the signing of Department Notice 2006-04 should address and conform to these guidelines.
14. Except when subject to contract language dated prior to July 21, 1997, park tenants, including concessionaires, cooperating associations, lessees, employees, local or private operators, and other park partners, including cooperating associations, user groups, advocacy groups, etc., 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. However, caution should be exercised to avoid the cumulative proliferation of recognition, which adds unnecessary visual clutter to natural, cultural, historic and built environments. It

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<sup>2</sup> See exceptions in Section III.B.7., Recognition Associated with Special Events, page 12 and Section III.B.2.j., Other Publications, page 9.

<sup>3</sup> See exceptions in Section III.B.6., Recognition of Donations of Items and Artifacts page 12.

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 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 Superintendent and based solely upon public need.
17. The character and mission of a donor organization should not conflict with the public service and resource preservation mission of California State Parks.

Regardless of the form of sponsorship accepted or the form of recognition chosen, all donations and related recognition must be consistent with any existing contractual obligations of California State Parks (including restrictions contained in the deeds or bequest agreements for any relevant real or personal property) and are subject to the Public Records Act.

## **B. Forms of Recognition**

### **1. Off-Site Recognition**

- a. Thank You Letters—Every donor should promptly receive a letter of appreciation from the District or Sector superintendent as appropriate. In many cases this 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 California State Parks letter of acceptance and to acknowledge special circumstances that might apply. It should acknowledge the gift, the donor, date of acceptance and, for a monetary donation, 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 California State Parks. (See Appendix K for sample letters that can be adapted as appropriate.)
- 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 Guidelines" discusses awards and appropriate recognition of volunteers for donation of services.
- c. Publicity—In all cases the donor's request for anonymity shall be respected, although any records related to donations may be subject to disclosure under the Public Records Act. When appropriate, and following consultation with the Communications unit, California State Parks can publicly recognize donors through press releases to newspapers, magazines and radio and television media, and articles in park and California State Park newsletters. Articles in the

donor's media, such as their corporate newsletter, website, or annual reports, are also ways that recognition can occur. Use of the California State Parks logo requires a license agreement with appropriate permits as necessary.

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 nonprofit organizations, can also be used. Some of these events may be held on-site in accordance with the mission of California State Parks.

e. Commemorative Items Given to the Donor—Some items that might be presented to donors as an expression of thanks include certificates of appreciation, prints, photographs, paintings, and plaques (however such items cannot be paid for through State funds). 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 California State Parks 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.

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.

g. 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.

## 2. On-Site Recognition

a. Donor Books/Computer Terminal Displays—Donor books kept on display or computer terminals with recognition databases 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 on-site 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.

b. Temporary Signs—Temporary signs (such as those used to acknowledge donors during construction activities or restoration of a structure or site, or to recognize a sponsor's financial support for a contract period) should be informational, of appropriate design and scale, and make clear that California

State Parks is recognizing the donation by placing California State Parks first.<sup>4</sup> 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, constructed of high quality materials, consistent with the design of other park signs, professionally done and in keeping with park design standards. The donor's name and corporate logo may be used if they are of noncontrasting color and are 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 appropriate Field Division Chief, 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 (such as archeological sites) 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.

c. 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. It might also be appropriate to mention donor support when the donation is directly related to what is being interpreted, such as a meadow restoration.

d. 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, audiovisual materials, newsletters, interpretive panels and indoor and outdoor exhibits. The donor's name may be included, provided such recognition amounts only to a small, subordinate, short credit line at the end of the material and does not add to the visual clutter or distract the visitor from the object at hand, and/or the interpretive message. In the case of interactive digital displays, a credit line may be used on the monitor and printed information<sup>5</sup>, but should not be on the device itself. In most circumstances "service marks" advertising (including logos), promotions and corporate slogans will not be permitted. Advance approval must be obtained in writing from the District Superintendent for exemptions from this guideline.

e. Recognition Boards/Walls—District Superintendents may approve the placement of donor boards or donor walls within visitor centers or other

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<sup>4</sup> 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]."

<sup>5</sup> As an example: "This brochure was made possible through the contribution of [donor's name]."

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, do not detract from the park's interpretive messages and are otherwise consistent with these guidelines. 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 nameplates, plaques or other markers that 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 should be considered for removal within five years, with the exception of the preexisting programs discussed below. Donations of a very significant nature may be worthy of the greater recognition periods described in a District Recognition Implementation and Phase Out Plan (page 16 and Appendix G). 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. These stipulations should be made part of any written agreement or contract. The District Superintendent should review the recognition periodically and remove or retain it as appropriate.

For approved recognition boards or similar devices, District Superintendents shall have established in advance and have on file an Implementation and Phase Out Plan (see section III.E), 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.).

f. Permanent Plaques—With the exception of preexisting donor programs<sup>6</sup>, permanent plaques are to be actively discouraged and generally are not to be used to recognize monetary contributions to California State Parks<sup>7</sup>. Other exceptions will be permitted only with the approval of the Director and should be proposed only for major contributions of long-term benefit to California State Parks. 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

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<sup>6</sup> Examples would be the Save-the-Redwoods League and the Sempervirens Fund, which have specific provision in DOM Section 1446.1 (Appendix E). See also the discussions in Section III.B.3, Memorials/Commemorative Works/Memorial Gifts, and Section III.C, Existing Non-Conforming On-Site Recognition.

<sup>7</sup> Inscribed donor bricks are increasingly being sold as a popular fundraising tool. These are not considered permanent plaques and are addressed in section III.B.4.

the approval of the appropriate Field Division Chief, such plaques shall 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.

g. Semipermanent 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. Site-appropriate colors, lettering sizes and, for sponsorship programs, consistent size, design and use of program logo (e.g., Bay Area Ridge Trail or Tahoe Rim Trail logos) shall prevail.

Sign recognition shall be proposed only for significant contributions (of time, money, land, etc.) of long-term benefit to California State Parks. 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 appropriate Field Division Chief, 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.

h. Statewide Sponsorship Programs—Sponsorship programs (such as the Adopt-a-Beach, Proud Partner, or Adopt-a-Trail programs) are recognized methods for obtaining necessary funding and/or services in exchange for acknowledgement on a signboard. Each should be governed by their individual statewide programs, consistent with statewide sign standards and approved by the Deputy Director Park Operations. However, 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 California State Parks. Please coordinate any such opportunities with the Partnerships and Consumer Strategies Division.

i. District Managed Sponsorship Programs—Sponsorship programs developed by individual parks, districts, cooperating associations or other entities supporting California State Parks must supplement and not compete or conflict with statewide sponsorship or marketing programs. To ensure coordination between these and statewide efforts, the sponsorship programs of individual districts or

affiliated entities must be approved by the District Superintendent and then reviewed and approved in writing by the Partnerships and Consumer Strategies Division before they are implemented.

j. Other Publications—In order to serve various district and unit needs to distribute information that enhances visitor use of the parks, items such as tabloids, activity calendars, park maps, brochures, coupons, or tidebooks may include recognition of the underwriting sponsor(s). The solicitation of bids and/or other hiring of printing and/or sponsorship opportunities must comply with Government Code §§14612, 14612.2 & 14851 et seq., involving the Office of State Publishing. California State Parks is not authorized to directly sell paid advertising in its publications.

### **3. Memorials/Commemorative Works/Memorial Gifts**

It is not appropriate to use units of the State Park System to memorialize individuals (including employees of the Department of Parks and Recreation) 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 California State Parks 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 take precedence over any conflicting policies or guidelines contained in these 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 California 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 five-year limitation 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. When any on-site memorial name is deemed appropriate by the Field Division Chief, the recognition shall be secondary or subordinate to names that describe purpose or application, are of natural, historic, or cultural significance or are names in common usage.<sup>8</sup> Reasonable

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<sup>8</sup> An example might be: "SPIDER FALLS CAMPGROUND Donated in the memory of Robert T. Bruce" not the "ROBERT T. BRUCE CAMPGROUND."

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.

While guidance has been provided in paragraphs above that it is inappropriate to memorialize individuals unless they have a distinguished or unique relationship with the State Park System, a park unit, sub-unit, or facility may be named in honor of such a person by the State Legislature, Director, or California State Park and Recreation Commission. California State Parks should make every effort to participate positively in the legislative process. Use of the Donor and Sponsorship Recognition Policy and these guidelines may assist in such efforts.

#### **4. Catalog Programs**

In an effort to raise funds or acquire necessary park-related equipment, catalog programs may be developed that offer, for an established fee (which should include necessary administration costs), a variety of items such as picnic tables, inscribed bricks, benches, vehicles and flagpoles that help potential benefactors consider what their donation may acquire. These programs may include formal memorial or fundraising programs that 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 appropriate Field Division Chief 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, such as branding the cut cross-grain ends of benches or picnic tables, may be placed upon the object. 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.

#### **5. Naming Park Facilities and Sites**

Philanthropy occurs when the donor is seeking to achieve some good beyond merely receiving a tax deduction or other benefit. Philanthropy occurs when donors believe that their decision to give is justified by the merits of the projects and nothing is expected in return other than the reasonable hope that the Department uses these gifts as promised, and uses them to their full advantage. Simply having made a significant monetary or other type of donation<sup>9</sup> to a park does not necessarily meet the test of compelling justification to associate the

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<sup>9</sup> California State Parks and the State Park and Recreation Commission have made deliberate efforts not to name park units after individuals. Furthermore, only the State Park and Recreation Commission or the State Legislature through approved legislation may name a park after a contributor.

name of a donor with park facilities. As units of the State Park System are public places owned by all of the people of California, the naming of buildings and other park facilities after individuals appears to imply that ownership is held by someone other than the general public. Such acknowledgments should remain a secondary enticement for making a contribution.

For these reasons, commemoration of individuals or donors through the naming of facilities and structures should be carefully considered and the following direction applied.

- a. Monetary Donors—With the approval of the Director, nonhistoric or new park facilities, structures or appropriate rooms within a structure, may be named in recognition of a donor when the donor has funded the majority of the cost of the facility or structure.
- b. Commemoration of Individuals—After an individual has been deceased for five years<sup>10</sup>, the Director may consider naming a nonhistoric or new park facility, structure or appropriate rooms within a structure in his/her honor if he/she had a clear and long-lasting association with, and provided extraordinary support to, the site, unit and/or the State Park System. Reasonable care and consideration should be given to determine if the individual's merit and/or contributions can stand the test of time. Any individual deemed significant enough to merit such a remembrance should be considered for interpretation in the park's program.
- c. Landscape Features—Within units of the State Park System, geographic features, whether natural or manmade, shall not be named for individuals or donors.
- d. Subordination—Where the naming of any facility, structure, or appropriate room within a structure in recognition of a donor or individual, (as described in a. through b. above) is deemed appropriate by the Director, the recognition shall be secondary or subordinated to names that describe purpose or application, historic names, or common usage. Donors should be advised that when naming is approved permanence cannot be assured, and the name may be removed and replaced within an established time frame, when the facility is being renovated, or if there are problems of vandalism or other maintenance concerns.
- e. Naming Process—If, after review of DN 2006-04 and the guidance provided in the above section, a District Superintendent believes that naming of a facility in recognition of an individual, donor, or sponsor is warranted, their proposal shall be brought with supporting arguments to the attention of the appropriate Field Division Chief for consideration. The Field Division Chief shall, if they concur in the recommendation, forward it to the Park Operations Policy Group (POPG) for consideration. POPG, if they agree to the proposal, shall forward their recommendation for action to the Director.

<sup>10</sup> An individual must have been deceased for at least five years before California State Parks can make an objective judgement about the significance of that person's role.

## 6. Recognition of Donations of Items and Artifacts

Often specific items are donated for use in the park. 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. It is preferred that other 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. 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. However, in extraordinary circumstances (such as with donations of exceptional nature or of substantial value or scale as determined by the Field Division Chief), recognition may be inconspicuously and appropriately done in a manner that does not detract from the image of California State Parks or the appearance of the donated item and is otherwise consistent with other control agency directives, rules, and regulations.<sup>11</sup>

## 7. 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 (as defined by CCR §4301(j) Appendix F). Special events are a recognized fundraising 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-California State Parks events allowed under special event permit and events in which California State Parks is at least one of the sponsors.

a. Non-California State Parks Events—For non-California State Parks 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 written agreement executed before the event 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 that documents the event relationship. Sponsors may be permitted a hospitality area at sponsored special events. (See Commission Policy I.5, in Appendix B.)

In providing recreational opportunities through the provision of temporary facilities, flyers, logistical support, etc., corporate sponsors at special events may be recognized by limited use of corporate logos and names on event facilities, signs and literature at the discretion of the District Superintendent. The size,

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<sup>11</sup> An example might be a discrete rear fender line: "Vehicle Donated by (donor's name)."

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 that would in any way suggest the endorsement of California State Parks.

b. California State Parks Events—For officially sponsored events, California State Parks and/or corporate recognition may be allowed, but the name of the event shall predominate. Corporate names must not be used in any way that would imply or otherwise suggest California State Parks 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 on-site 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.

c. All Special Events—Distribution of free samples or products by the sponsor or co-sponsor may be permitted in conjunction with a special event, 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 tastefully representative of the contributor. These items may be imprinted with the name of the event and recognize sponsors by name and logo. All on-site notices, free samples or products will be reviewed and approved in advance by the District Superintendent.

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 whether or not they are sponsored by California State Parks.

## 8. Other

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, audiovisual materials, vehicles, newsletters, or in recognition of donations as otherwise described in this guideline in conformance with paragraph III.B.2.d (Credit Lines). Advertising slogans should not be displayed.

b. Special Privileges—Making a donation or co-sponsoring a special event does not entitle the donor/sponsor to any special privileges. Any such requests 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 publicly display corporate or advertising slogans.

c. Product Recognition—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.<sup>12</sup> However, the standards allow exceptions when the endorsement is given by California State Parks as recognition for support of the Department's mission. The following forms of recognition are allowable.

i. Letter or public statement: Private individuals or organizations often engage in activities that clearly contribute to California State Parks' mission, including, but not limited to, the donation of funds, supplies or 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.<sup>13</sup>

ii. California State Parks or nonprofit support organization literature: If an organization is engaged in fundraising under an approved agreement with California State Parks, the organization's fundraising literature and public statements may include a quote from the Director, designee, District Superintendent, or appropriate program manager commending the organization's efforts and endorsing a fundraising activity.<sup>14</sup>

iii. California State Parks' recognition in an organization's self-advertising and promotion: Any entity may reference a commendation, certificate, plaque or other form of recognition from California State Parks in its own advertising promotions, or other activities that are intended to promote good will or enhance corporate name recognition, however use of the California State Parks logo separate from reproduction of the recognition may require a license agreement. In these instances, care should be taken to ensure that the impression is not given that California State Parks has endorsed a product or service offered by the entity.<sup>15</sup> Any materials produced by the donor, or

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<sup>12</sup> It is not appropriate for uniformed personnel to appear as part of a corporate event where the appearance might be perceived as an endorsement by California State Parks.

<sup>13</sup> For example, 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.

<sup>14</sup> If a park cooperating association raised funds for a new visitor center, the quote might read: "The Department of Parks and Recreation commends the [name of association][ 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."

<sup>15</sup> 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 Corporation] is proud to have received a special commendation from the Director of the Department of Parks and Recreation and the California Secretary for Resources for its recent contribution to California State Parks."

their representatives, that refer to California State Parks 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.

iv. 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 California State Parks, its programs or units.<sup>16</sup> Any such sponsorship requires coordination and with the Partnership and Consumer Strategies Division and approval of the Director.

d. Employee Recognition/Memorials—Use the same criteria as in sections III.B.3, III.B.5, and III.B.6. 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.

## C. Existing Nonconforming 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 community relations for the sake of achieving statewide compliance. It is the responsibility of the District Superintendent to consider phase out of existing recognition as part of their District's Implementation and Phase Out Plan (Appendix G).

## D. Contractual Obligations

District Superintendents should develop written standards, which carry out these guidelines, to form the basis for contractual obligations of their specific donor programs (such as recognition boards in visitor centers or bench plaques). These standards should include:

- Provisions for contractual agreements with donors that describe our responsibilities for maintenance, time frames for removal, etc.

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<sup>16</sup> An example would be: "[Corporation name] is the official sunscreen of California State Park Lifeguards."

- A clear statement that California State Parks is under no legal obligation to maintain or replace signs, plaques, structures or dedicated resources if they are vandalized, lost, stolen or 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 is the same as the administrative responsibility for maintenance and replacement of other departmental property that is destroyed, vandalized or worn out during its use for State Park System 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.
- A statement that control over the contents of programs, collections, and administration rests solely with California State Parks and may not interfere with or compromise the independence or discretion of California State Parks to fulfill its mission nor limit its ability to seek additional funding, donors or sponsors.
- Exit provisions for California State Parks in the event that it is later determined that any partner does not ethically carry out the mission of California State Parks. (See Section III.H, Ethical Considerations.)

## **E. District Recognition Implementation and Phase Out Plan**

In order to ensure that appropriate recognition is equitable and consistent, each District Superintendent, or their designee, has the responsibility to develop and maintain Recognition Implementation and Phase Out Plans under their direction and to be the first point of district contact for any donor, sponsorship, or recognition issues. Recognition Implementation and Phase Out Plans that proactively identify specific needs can aid in annual budget preparations and serve to guide nonprofit and volunteer groups in their efforts. For these reasons, District Recognition Implementation and Phase Out Plans are to be reviewed and updated annually, if necessary.

Recognition Implementation and Phase Out Plans may be developed for a specific project such as a visitor center or for general giving and should be coordinated with, as appropriate, the State Parks Foundation or appropriate cooperating association. Each plan should include the intended location, design, and time frame, and should comprehensively address 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.), and phase out time and replacement criteria. (The models in Appendix G, are for internal guidance and are presented as rate sheets to be applied on a case-by-case basis with the discretion of each District Superintendent.)

## **F. Endowments**

Perhaps the surest way for a donor or sponsor to achieve long-term recognition is through an endowment. Endowments can be established to provide a permanent source of annual funding to support a variety of park and programmatic needs. The establishment of an endowment should be considered for inclusion in any major fundraising campaign to provide for future operations, maintenance and repair costs, especially those associated with major capital improvements such as visitor centers. Endowments must be established by a written agreement under the auspices of the California State Parks Foundation, cooperating association, or other tax exempt partner, which can invest and manage the endowment in accordance with professional financial management standards. The agreement establishing the endowment must contain a variety of legal provisions including, but not limited to, an express statement that the funds are to be used solely for California State Parks purposes, the procedures for determining the annual level of funding available, and the decision-making procedure for expenditures. In addition, a survival provision should be included in the agreement in the event changed circumstances render the designated use inappropriate and/or the Foundation / cooperating association / nonprofit partner ceases to exist or otherwise becomes unable or unwilling to administer the endowment.

All proposed endowment agreements must be reviewed and approved by the Legal Office, and the Deputy Directors Park Operations and Administration before being sent to the Department of Finance for approval.

## **G. Gifts**

All donations must be approved in accordance with these guidelines (as summarized in Appendix H) and by the Department of Finance unless an applicable delegation or exemption is identified. California State Parks' annual reporting requirements for gifts as required by California Government Code § 11005 (Appendix I) shall be adhered to.

Where a donation is made directly to an employee for his or her personal use, and which exceeds the value allowed by state law, the employee has the option of declining or returning the gift or, if the donor is in agreement, re-directing it to the Department of Parks and Recreation or a partner of California State Parks. Any gift or donation accepted directly by an employee for personal use must comply with California State Parks' Incompatible Activities Statement and all applicable laws and regulations including, but not limited to, the Political Reform Act. (Government Code §§ 81000-91014.)

## **H. Ethical Considerations**

Sponsorship and philanthropy can provide great benefits to the California State Park System, but may come with unintended consequences that require prudence in their

acceptance. California State Parks' name, image and associated symbols generate significant goodwill and have a value requiring vigilant protection. Association through questionable relationships with products (tobacco and alcohol) or practices (substandard wages or working conditions) should be avoided. In addition unforeseen occurrences such as deleterious environmental events may require California State Parks to have the ability to sever relations if necessary.

While requested anonymity may reflect the purest form of giving, California State Parks' relationship with donors should be transparent and understandable to the public. A donor's request for confidentiality will be respected, provided that such confidentiality does not conceal a real or perceived conflict of interest or similar ethical concern. Furthermore, any records related to donations may be subject to disclosure under the Public Records Act. Any contractual agreement (see Section III.D, Contractual Obligations, above) should contain exit provisions for California State Parks in the event that it is later determined that any partner does not ethically carry out the mission of California State Parks.

In addition to the above cautions, California State Parks will not accept a direct donation from persons or entities:

- Who are opposing parties, involved with California State Parks in pending litigation;
- Who are seeking to obtain a contract, lease, grant or other business benefit, or assistance from California State Parks;
- When acceptance would create a conflict of interest or the appearance of a conflict of interest for California State Parks or the State of California;
- When the conditions placed on a donation are inconsistent with the authorized purposes, policies, and planning documents of California State Parks, an individual park or program;
- When the donation is inconsistent with or otherwise seeks to circumvent laws, regulations or policies; or

A determination of whether or not a potential donor falls into any of these categories may require consultation with the appropriate Field Division Chief and/or the Deputy Director for Park Operations prior to accepting or recognizing any gift. In the consultation process, consideration must be given to how the solicitation, acceptance, and recognition of the donation will reflect on any partner and the park/program it supports as well as on all of California State Parks.

## GLOSSARY

**Advertising**—The activity of attracting public attention to a 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 that are offered as inducement for donors or memorials

**Commercialization**—The application of any donation method, activity, program, project, sign, structure or other item that 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, materials, or labor for the purpose of maintenance, improvement, restoration, enhancement, reclamation, addition or enlargement of holdings, properties, resources or facilities of California State Parks

**Gift**—Any payment to the extent that consideration of equal or greater value is not received and includes a rebate or discount in the price of anything of value unless the rebate or discount is made in the regular course of business to members of the public without regard to official status (portion of Government Code § 82028—see Appendix I for complete text)

**Interpretive Panel**—A semipermanent sign whose primary purpose is to present information about a person, place, object or concept that will enhance the viewer's understanding about the subject or theme

**Logo**—Either a name or symbol used for the purpose of immediate or brand recognition

**Plaque**—Generally a small, flat, rectangular-shaped memorial plate or slab that conveys information in bold relief or engraving

**Recognition**—The official act of acknowledgement of acceptance

**Semipermanent Sign**—A sign that, by design, is intended to remain without essential change in its status, condition, or place

**Service Mark**—A "service mark" is a form of trademark that is used in the sale or advertising of services. It is usually 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 that bears a posted notice, designation, direction, or 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, or nonprofit organization fundraising activities that 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 and Title 14, CCR 4301 (j) (attached as Appendix F to this document).)

**Sponsor**—The entity promoting and taking responsibility for an action; in the case of a cosponsor, sponsorship would be a joint function

**Sponsorship**—Financial support from a corporation or business for a specific event, project or program, in exchange for certain benefits and/or value

**Sponsorship Program**—A program 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, California State Parks agrees, for a limited time, to erect an appropriate 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 that transcends an individual unit or district of California State Parks

**Temporary Sign**—A sign that, 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

### ENABLING LEGISLATION

#### **Public Resources Code § 5005.** Receipt of Gifts

5005 (a) The department may receive and accept in the name of the people of the state any gift, dedication, devise, grant, or other conveyance of title to or any interest in real property, including water rights, roads, trails, and rights-of-way, to be added to or used in connection with the park system. It may receive and accept gifts, donations, contributions, or bequests of money to be used in acquiring title to or any interest in real property, or in improving it as a part of or in connection with the State Park System, or to be used for any of the purposes for which the department is created. It may also receive and accept personal property for any purpose connected with the park system.

(b) Subdivision (a) is subject to the requirements and exceptions set forth in Section 11005 of the Government Code.

#### **Public Resources Code § 5009.1** Private funds and services, department acceptance; sign recognition

5009.1. (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 an appropriate sign in recognition of the sponsorship, consistent with existing law and with the rules and regulations of the department regarding signs in units of the state park system.

**Public Resources Code § 5009.2 and 5009.3 Agreements**

5009.2. (a) The department may enter into an agreement to accept funds from any person, business entity, or organization for the maintenance or operation of a state beach, any other unit of the state park system that encompasses a beach, or any area or facility of the state beach or other unit. 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 purposes of enhancing the maintenance or operation of the state beach, other unit of the state park system that encompasses a beach, or area or facility of the state beach or other unit. The department and the sponsoring person, business entity, or organization may specify in the agreement the level of maintenance or operation that will be performed.

(b) The department may also enter into an agreement to accept services from any person, business entity, or organization for the operation, maintenance, or enhancement of a state beach, other unit of the state park system that encompasses a beach, or area or facility of the state beach or other unit, on a nonprofit basis. Under the direction of the department, those services shall supplement existing staff resources for the purposes of operation, maintenance, or enhancement of the state beach, area, or facility.

(c) The director may authorize the erection of an appropriate sign in recognition of that sponsorship, in accordance with department rules and regulations regarding signs in the state park system.

(d) The activities authorized by this section shall be implemented as part of the department's Adopt-A-Beach program.

5009.3. Notwithstanding any other provision of law, the department may enter into an agreement or agreements with private, nonprofit public benefit corporations or other private entities, as may be appropriate, to assist the department in its efforts to secure long-term private funding sources for any and all units of the state park system and to ensure that they are preserved and open for public use and enjoyment. The authority to enter into those agreements shall include, but not be limited to, securing donations, memberships, corporate and individual sponsorships, and marketing and licensing agreements.

## **APPENDIX B**

### **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 C

### POLICY II.2

#### **CLASSIFICATION AND NAMING UNITS, FEATURES, GROVES, AND TRAILS OF THE STATE PARK SYSTEM** (Amended 5-4-94)

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 D**

### **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 the use in systemwide or specific units, portions of units, or benefit of 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, service, 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 judgement 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 E**

### **DEPARTMENT OPERATIONS MANUAL Section 1446.1**

#### **MEMORIAL GROVES**

#### **1446.1**

District Superintendents are responsible for maintaining groves and memorial programs in their Districts. The District Superintendent will maintain an up-to-date map designating the individual memorial groves, locating and designating their boundaries, and showing the location of boundary signs and plaques.

The District Superintendent should maintain a loose-leaf booklet or other handy reference, available to park personnel, to assist them in directing visitors to the appropriate memorial grove. Its content should include:

1. A map of the individual grove.
2. The sign and/or plaque location in relation to some station marker or landmark.
3. A photograph of the sign.
4. A photograph of the plaque.
5. The date of establishment, size, donor, and other pertinent information.

## APPENDIX F

### SPECIAL EVENT DEFINITION

Cal Code of Regulations § 4301(j)

(j) Special Events. Special Events are activities which are beyond the normal scope of activities and operations conducted in units under control of the Department of Parks and Recreation. Consistent with existing state policies and laws, District Superintendents may approve by permit a Special Event when it is found to be in the best interest of the Department of Parks and Recreation and is conducted by an appropriate sponsor at no net expense to the state. Special Event permits are required when fees are charged by the event sponsor beyond the regular State Park Facility Use Fees, when the Department has determined the event will create a greater potential hazard or liability to the State than incurred through typical operations, when the activity includes the exclusive use of an area within the park, when the activity interferes significantly with the public's use of an area, when additional staffing or staff time is required, or where items or services are sold. Special Event permits are required for any activity within the State Park System which meets any of these criteria, and which occurs wholly or partially within or on any property owned, operated, or administered by the Department. Upon a finding by the District Superintendent that a special event is consistent with the unit's use, he/she may issue a Special Event Permit for such use. The terms and conditions of such permit shall prevail where inconsistent with the rules herein when approved by the Division Chief, Chief of Off Highway Motor Vehicle Recreation Division or the District Superintendent.

# APPENDIX G

## Sample Donor Recognition Plan<sup>17</sup>

Real Estate[1]						
<b>Project Title: Oak Creek Property</b>				<b>Total Estimated Cost:</b>	<b>\$ 156,000.00</b>	
Gift Level	Minimum Commitment	Monetary Commitment	Commemorative Item (If any) [2]	Primary Recognition (in years) [3]	Other Recognition [4]	Thank you Letter (Signature Level)
10%		\$15,600.00		Donor board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
20%		\$31,200.00		Donor board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
30%		\$46,800.00		Donor board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
40%		\$62,400.00		Donor board, 5 years	Newsletter acknowledgement	District Superintendent
50%		\$78,000.00	Certificate to donor	Donor board, 5 years	Dedication event/news release acknowledgement	District Superintendent
60%		\$93,600.00	Certificate to donor	Donor board, 5 years	Dedication event/news release acknowledgement	District Superintendent
70%		\$109,200.00	Certificate to donor	Donor board, 5 years	Dedication event/news release acknowledgement	District Superintendent
80%		\$124,800.00	Certificate to donor	Donor board, 5 years	Dedication event/news release acknowledgement	District Superintendent
90%		\$140,400.00	Plaque to donor	Donor board, 5 years	Dedication event/news release acknowledgement	Division Chief
100%		\$156,000.00	Framed photo of property/park to donor	Donor board, 5 years	Dedication event/news release acknowledgement	Division Chief

**Sponsor or Donor Name**

I wish to remain anonymous

**FORM INSTRUCTIONS**

- Park Staff:** Fill in "Project Title," "Total Estimated Cost," and four righthand columns above. Print form. Mail form with cover letter to potential donor.
- Donor:** Circle the amount you wish to contribute. Fill in Sponsor or Donor name as you would like to see it on any potential recognition. If you wish to remain anonymous, check the box—you will receive the commemorative items, but no public recognition. Return this form to the address on the cover letter.
- Park Staff:** Check for conflicting contributions. Arrange for accepting the contribution and issuing the appropriate acknowledgements.

**ADDITIONAL INFORMATION**

- [1] For acquisitions that add to existing park units. New units require a different process as outlined in Commission Policy II.2.
- [2] Commemorative items are objects given to sponsors to acknowledge the contribution.
- [3] Display in park unit, may be a donor wall/board, book, etc., with number of years to be displayed.
- [4] Based on the campaign elements and nature of gift, may include printed or electronic material, audio/video products, recognition at a special event or temporary construction signs

<sup>17</sup> The models in Appendix G, are for internal guidance and are presented as rate sheets to be applied on a case-by-case basis with the discretion of each District Superintendent.)

**Sample Donor Recognition Plan**

**Interpretive Facility Construction (Visitor Center, Museum, Campfire Center, etc.)**

<b>Project Title: Campfire Center</b>				<b>Total Estimated Cost:</b>	<b>\$10,000.00</b>	
<b>Gift Level</b>	<b>Minimum Commitment</b>	<b>Minimum Commitment</b>	<b>Commemorative Item (If any) [1]</b>	<b>Primary Recognition (in years) [2]</b>	<b>Other Recognition [3]</b>	<b>Thank you Letter (Signature Level)</b>
10%		\$ 1,000.00		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
20%		\$ 2,000.00		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
30%		\$ 3,000.00		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
40%		\$ 4,000.00		Donor Board, 5 years	Newsletter acknowledgement	District Superintendent
50%		\$ 5,000.00	Certificate to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	District Superintendent
60%		\$ 6,000.00	Certificate to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	District Superintendent
70%		\$ 7,000.00	Certificate to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	District Superintendent
80%		\$ 8,000.00	Certificate to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	District Superintendent
90%		\$ 9,000.00	Plaque to donor	Donor Board, 5 years	Construction sign	Division Chief
100%		\$ 10,000.00	Plaque to donor	Plaque on facility, 5 years	Construction sign	Division Chief

**Sponsor or Donor Name**  
 I wish to remain anonymous

**FORM INSTRUCTIONS**

- Park Staff - - - - -** Type in "Project Title" and "Total Estimated Cost." Print form. Mail form with cover letter to Potential Donor.
- Potential Donor - - - -** Circle the amount you wish to contribute.
- Potential Donor - - - -** Fill in Sponsor or Donor name as you would like to see it on any potential recognition.
- Potential Donor - - - -** If you wish to remain anonymous, check the box. You will receive the commemorative items, but no public recognition.
- Potential Donor - - - -** Return this form to the office at the address on the cover letter.
- Park Staff - - - - -** Check for conflicting contributions. Arrange for accepting the contribution and issuing the appropriate acknowledgements.

**ADDITIONAL INFORMATION**

- [1] Commemorative items are objects given to sponsors to acknowledge the contribution.
- [2] Display in park unit, may be a donor wall/board, book, etc., with number of years to be displayed.
- [3] Based on the campaign elements and nature of gift, may include printed or electronic material, audio/video products, recognition at a special event or temporary construction signs

**Sample Donor Recognition Plan**

**Other Public Facilities (Restrooms, cabins, etc.)**

Project Title		Restroom Building		Total Estimated Cost		
				\$		200,000.00
Gift Level	Minimum Commitment	Minimum Commitment	Commemorative Item (If any) [1]	Primary Recognition (in years) [2]	Other Recognition [3]	Thank you Letter (Signature Level)
10%		\$ 20,000.00		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
20%		\$ 40,000.00		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
30%		\$ 60,000.00		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
40%		\$ 80,000.00		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
50%		\$ 100,000.00	Certificate to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	Unit/Sector Superintendent
60%		\$ 120,000.00	Certificate to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	Unit/Sector Superintendent
70%		\$ 140,000.00	Plaque to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	District Superintendent
80%		\$ 160,000.00	Plaque to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	District Superintendent
90%		\$ 180,000.00	Plaque to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	District Superintendent
100%		\$ 200,000.00	Plaque to donor	Plaque on facility, 5 years	Construction sign	District Superintendent

**Sponsor or Donor Name**

I wish to remain anonymous

**FORM INSTRUCTIONS**

- Park Staff - - - - -** Type in "Project Title" and "Total Estimated Cost." Print form. Mail form with cover letter to Potential Donor.
- Potential Donor - - - -** Circle the amount you wish to contribute.
- Potential Donor - - - -** Fill in Sponsor or Donor name as you would like to see it on any potential recognition.
- Potential Donor - - - -** If you wish to remain anonymous, check the box. You will receive the commemorative items, but no public recognition.
- Potential Donor - - - -** Return this form to the office at the address on the cover letter.
- Park Staff - - - - -** Check for conflicting contributions. Arrange for accepting the contribution and issuing the appropriate acknowledgements.

**ADDITIONAL INFORMATION**

- [1] Commemorative items are objects given to sponsors to acknowledge the contribution.
- [2] Display in park unit, may be a donor wall/board, book, etc., with number of years to be displayed.
- [3] Based on the campaign elements and nature of gift, may include printed or electronic material, audio/video products, recognition at a special event or temporary construction signs

**Sample Donor Recognition Plan**

**Operations Facility (Shops, sheds, warehouse, offices, etc.)**

<b>Project Title</b>				<b>Total Estimated Cost</b>		
<b>Gift Level</b>	<b>Minimum Commitment</b>	<b>Minimum Commitment</b>	<b>Commemorative Item (If any) [1]</b>	<b>Primary Recognition (in years) [2]</b>	<b>Other Recognition [3]</b>	<b>Thank you Letter (Signature Level)</b>
10%		\$ -		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
20%		\$ -		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
30%		\$ -		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
40%		\$ -		Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
50%		\$ -	Certificate to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	Unit/Sector Superintendent
60%		\$ -	Certificate to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	Unit/Sector Superintendent
70%		\$ -	Plaque to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	District Superintendent
80%		\$ -	Plaque to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	District Superintendent
90%		\$ -	Plaque to donor	Donor Board, 5 years	Dedication event/news release acknowledgement	District Superintendent
100%		\$ -	Plaque to donor	Donor Board, 5 years	Construction sign	District Superintendent

**Sponsor or Donor Name**

I wish to remain anonymous

**FORM INSTRUCTIONS**

- Park Staff - - - - -** Type in "Project Title" and "Total Estimated Cost." Print form. Mail form with cover letter to Potential Donor.
- Potential Donor - - - -** Circle the amount you wish to contribute.
- Potential Donor - - - -** Fill in Sponsor or Donor name as you would like to see it on any potential recognition.
- Potential Donor - - - -** If you wish to remain anonymous, check the box. You will receive the commemorative items, but no public recognition.
- Potential Donor - - - -** Return this form to the office at the address on the cover letter.
- Park Staff - - - - -** Check for conflicting contributions. Arrange for accepting the contribution and issuing the appropriate acknowledgements.

**ADDITIONAL INFORMATION**

- [1] Commemorative items are objects given to sponsors to acknowledge the contribution.
- [2] Display in park unit, may be a donor wall/board, book, etc., with number of years to be displayed.
- [3] Based on the campaign elements and nature of gift, may include printed or electronic material, audio/video products, recognition at a special event or temporary construction signs.

**Sample Donor Recognition Plan  
Vehicle or Vessel**

Project Title				Total Estimated Cost		
Gift Level	Minimum Commitment	Minimum Commitment	Commemorative Item (If any) [1]	Primary Recognition (in years) [2]	Other Recognition [3]	Thank you Letter (Signature Level)
10%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate supervisor
20%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate supervisor
30%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate supervisor
40%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate supervisor
50%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Unit/Sector Superintendent
60%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Unit/Sector Superintendent
70%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Unit/Sector Superintendent
80%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Unit/Sector Superintendent
90%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Unit/Sector Superintendent
100%		\$ -	Certificate to donor	Sticker on vehicle/vessel for 1 year	Dedication event/news release acknowledgement	District Superintendent

**Sponsor or Donor Name**

I wish to remain anonymous

**FORM INSTRUCTIONS**

- Park Staff - - - - -** Type in "Project Title" and "Total Estimated Cost." Print form. Mail form with cover letter to Potential Donor.
- Potential Donor - - - -** Circle the amount you wish to contribute.
- Potential Donor - - - -** Fill in Sponsor or Donor name as you would like to see it on any potential recognition.
- Potential Donor - - - -** If you wish to remain anonymous, check the box. You will receive the commemorative items, but no public recognition.
- Potential Donor - - - -** Return this form to the office at the address on the cover letter.
- Park Staff - - - - -** Check for conflicting contributions. Arrange for accepting the contribution and issuing the appropriate acknowledgements.

**ADDITIONAL INFORMATION**

- [1] Commemorative items are objects given to sponsors to acknowledge the contribution.
- [2] Display in park unit, may be a donor wall/board, book, etc., with number of years to be displayed.
- [3] Based on the campaign elements and nature of gift, may include printed or electronic material, audio/video products, recognition at a special event or temporary construction signs.

**Sample Donor Recognition Plan**

**Other Improvements**

**Bench or Table**

Project Title				Total Estimated Cost		
Gift Level	Minimum Commitment	Minimum Commitment	Commemorative Item (If any) [1]	Primary Recognition (in years) [2]	Other Recognition [3]	Thank you Letter (Signature Level)
100%		\$ -		Plaque on bench/table for five years	Newsletter acknowledgement	Appropriate Supervisor

**Trail Structure (Overlook, Bridge, deck, boardwalk, etc.)**

Project Title				Total Estimated Cost		
Gift Level	Minimum Commitment	Monetary Commitment	Commemorative Item (If any) [1]	Primary Recognition (in years) [2]	Other Recognition [3]	Thank you Letter (Signature Level)
100%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate Supervisor

**Other Landscape Improvements (Fencing, paths, interpretive panels and plaques, drinking fountains, etc.)**

Project Title				Total Estimated Cost		
Gift Level	Minimum Commitment	Monetary Commitment	Commemorative Item (If any) [1]	Primary Recognition (in years) [2]	Other Recognition [3]	Thank you Letter (Signature Level)
100%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate Supervisor

**Sponsor or Donor Name**

I wish to remain anonymous

**FORM INSTRUCTIONS**

- Park Staff - - - - -** Type in "Project Title" and "Total Estimated Cost." Print form. Mail form with cover letter to Potential Donor.
- Potential Donor - - - -** Circle the amount you wish to contribute.
- Potential Donor - - - -** Fill in Sponsor or Donor name as you would like to see it on any potential recognition.
- Potential Donor - - - -** If you wish to remain anonymous, check the box. You will receive the commemorative items, but no public recognition.
- Potential Donor - - - -** Return this form to the office at the address on the cover letter.
- Park Staff - - - - -** Check for conflicting contributions. Arrange for accepting the contribution and issuing the appropriate acknowledgements.

**ADDITIONAL INFORMATION**

- [1] Commemorative items are objects given to sponsors to acknowledge the contribution.
- [2] Display in park unit, may be a donor wall/board, book, etc., with number of years to be displayed.
- [3] Based on the campaign elements and nature of gift, may include printed or electronic material, audio/video products, recognition at a special event or temporary construction signs

**Sample Donor Recognition Plan**

**Donation of Items and Artifacts for Archive or Display**

<b>Gift Level</b>	<b>Minimum Commitment</b>	<b>Monetary Commitment</b>	<b>Commemorative Item (If any) [1]</b>	<b>Primary Recognition (in years) [2]</b>	<b>Other Recognition [3]</b>	<b>Thank you Letter (Signature Level)</b>
Historic Photos		Cash Value		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate Supervisor
Historic Vehicles, Locomotives, or other exceptional items		Cash Value	Plaque to donor	Discrete acknowledgement at display	News release and newsletter acknowledgement	Unit/Sector Superintendent
Other objects		Cash Value		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate Supervisor

**Sponsor or Donor Name**

I wish to remain anonymous

**FORM INSTRUCTIONS**

- Park Staff - - - - -** Print form. Mail form with cover letter to Potential Donor.
- Potential Donor - - - -** **Circle the amount you wish to contribute.**
- Potential Donor - - - -** **Fill in Sponsor or Donor name as you would like to see it on any potential recognition.**
- Potential Donor - - - -** **If you wish to remain anonymous, check the box. You will receive the commemorative items, but no public recognition.**
- Potential Donor - - - -** **Return this form to the office at the address on the cover letter.**
- Park Staff - - - - -** Check for conflicting contributions. Arrange for accepting the contribution and issuing the appropriate acknowledgements.

**ADDITIONAL INFORMATION**

- [1] Commemorative items are objects given to sponsors to acknowledge the contribution.
- [2] Display in park unit, may be a donor wall/board, book, etc., with number of years to be displayed.
- [3] Based on the campaign elements and nature of gift, may include printed or electronic material, audio/video products, recognition at a special event or temporary construction signs.

**Sample Donor Recognition Plan**

**Trail Construction**

<b>Project Title</b>				<b>Total Estimated Cost</b>		
<b>Gift Level</b>	<b>Minimum Commitment</b>	<b>Monetary Commitment</b>	<b>Commemorative Item (If any) [1]</b>	<b>Primary Recognition (in years) [2]</b>	<b>Other Recognition [3]</b>	<b>Thank you Letter (Signature Level)</b>
10%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate supervisor
20%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate supervisor
30%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate supervisor
40%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Appropriate supervisor
50%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Unit/Sector Superintendent
60%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Unit/Sector Superintendent
70%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Unit/Sector Superintendent
80%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Unit/Sector Superintendent
90%		\$ -		Donor Book at Visitor Center	Newsletter acknowledgement	Unit/Sector Superintendent
100%		\$ -		Trailhead plaque	Construction sign, dedication event/news release acknowledgement	District Superintendent

**Sponsor or Donor Name**

I wish to remain anonymous

**FORM INSTRUCTIONS**

- Park Staff - - - - -** Type in "Project Title" and "Total Estimated Cost." Print form. Mail form with cover letter to Potential Donor.
- Potential Donor - - - -** Circle the amount you wish to contribute.
- Potential Donor - - - -** Fill in Sponsor or Donor name as you would like to see it on any potential recognition.
- Potential Donor - - - -** If you wish to remain anonymous, check the box. You will receive the commemorative items, but no public recognition.
- Potential Donor - - - -** Return this form to the office at the address on the cover letter.
- Park Staff - - - - -** Check for conflicting contributions. Arrange for accepting the contribution and issuing the appropriate acknowledgements.

**ADDITIONAL INFORMATION**

- [1] Commemorative items are objects given to sponsors to acknowledge the contribution.
- [2] Display in park unit, may be a donor wall/board, book, etc., with number of years to be displayed.
- [3] Based on the campaign elements and nature of gift, may include printed or electronic material, audio/video products, recognition at a special event or temporary construction signs.

**Sample Donor Recognition Plan**

**General Giving Over \$500**

<b>Gift Level</b>	<b>Minimum Commitment</b>	<b>Commemorative Item (If any) [1]</b>	<b>Primary Recognition (in years) [2]</b>	<b>Other Recognition [3]</b>	<b>Thank you Letter (Signature Level)</b>
\$500			Donor Book in Visitor Center	Newsletter acknowledgement	Appropriate Supervisor
\$1,000		Certificate to donor	Donor Board, 5 years	Newsletter acknowledgement	Appropriate Supervisor
\$5,000		Certificate to donor	Donor Board, 5 years	Newsletter acknowledgement	Appropriate Supervisor
\$10,000		Plaque to donor	Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
\$20,000		Plaque to donor	Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
\$30,000		Plaque to donor	Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
\$40,000		Plaque to donor	Donor Board, 5 years	Newsletter acknowledgement	Unit/Sector Superintendent
\$50,000		Plaque to donor	Donor Board, 5 years	Newsletter acknowledgement	District Superintendent
\$100,000		Plaque to donor	Donor Board, 5 years	News release acknowledgement	Division Chief

**Sponsor or Donor Name**

I wish to remain anonymous

**FORM INSTRUCTIONS**

**Park Staff - - - - -**

**Print form. Mail form with cover letter to Potential Donor.**

**Potential Donor - - - - -**

**Circle the amount you wish to contribute.**

**Potential Donor - - - - -**

**Fill in Sponsor or Donor name as you would like to see it on any potential recognition.**

**Potential Donor - - - - -**

**If you wish to remain anonymous, check the box. You will receive any commemorative items, but no public recognition.**

**Potential Donor - - - - -**

**Return this form to the office at the address on the cover letter.**

**Park Staff - - - - -**

**Check for conflicting contributions. Arrange for accepting the contribution and issuing the appropriate acknowledgements.**

**ADDITIONAL INFORMATION**

[1] Commemorative items are objects given to sponsors to acknowledge the contribution.

[2] Display in park unit, may be a donor wall/board, book, etc., with number of years to be displayed.

[3] Based on the campaign elements and nature of gift, may include printed or electronic material, audio/video products, recognition at a special event Or temporary construction signs.

## APPENDIX H

### DONOR SPONSORSHIP RECOGNITION GUIDELINE RESPONSIBILITIES SUMMARY<sup>18</sup>

ACTION	RESPONSIBILITY	POSITION	GUIDELINE REFERENCE
Whether to allow advertising promotions or corporate slogans	Written approval	Director	III.A.7 page 3
Statewide sponsorship programs	Written approval	Deputy Director Park Operations	III.A.10 page 3
Naming park facility or feature	Donor name subordinate to common, purpose, or historic name	Director	III.A.11 page 4
Appropriate form of recognition in classification, location and setting	Have a sense of the public's regard for the tone of displayed recognition	District Superintendent	III.A.15 pages 3-4
Replacement or repair of plaques and other forms of acknowledgement	Establish priorities based solely upon public need	District Superintendent	III.A.16 page 4
Thank you letter	As appropriate	District or Sector Superintendent / Director	III.B.1.a page 4
Director's Awards	Nomination	Director	III.B.1.b page 4
Publicity	Consultation	Communications	III.B.1.c page 4
Temporary signs in areas managed for natural values	Determination of unusual circumstances	Field Division Chief	III.B.2.b & 2.g page 5 & 8
Use of credit lines	Advanced written approval	District Superintendent	III.B.2.d page 6
Use of service marks	Advanced written approval	District Superintendent	III.B.2.d page 6
Donor boards and walls	Approve design and location	District Superintendent	III.B.2.e pages 6-7
Temporary displays (e.g., "goal thermometers")	Approve design and location	District Superintendent	III.B.2.e page 7
Periodic review of recognition boards/walls	Remove names as appropriate	District Superintendent	III.B.2.e page 7

<sup>18</sup> Regardless of the form of sponsorship accepted or the form of recognition chosen, all donations and related recognition must be consistent with any existing contractual obligations of California State Parks (including restrictions contained in the deeds or bequest agreements for any relevant real or personal property) and are subject to the Public Records Act.

<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>POSITION</b>	<b>GUIDELINE REFERENCE</b>
Permanent plaques	To be approved only for major contributions	Director	III.B.2.f page 8
Permanent plaques	Placement on natural or cultural resources only under unusual circumstances	Field Division Chief	III.B.2.f page 8
Simipermanent signs in areas managed for natural values	Approve location	Field Division Chief	III.B.2.g page 8
Statewide sponsorship programs	Written approval	Deputy Director Park Operations	III.B.2.h page 8
District managed sponsorship programs	Written approval	District Superintendent and Partnership and Consumer Strategies Division	III.B.2.i pages 8-9
On-site memorial name	Written approval	Field Division Chief	III.B.3 page 9
Naming parks, subunits, & facilities	Written approval	Legislature, Director, Commission	III.B.3 page 10
District catalog programs	Review and approve in writing	Field Division Chief	III.B.4 page 10
Naming park facilities or structures for a donor	Donor must have made the major contribution	Director	III.B.5.a page 11
Commemorating individuals	Deceased and associated	Director	III.B.5.b page 11
Artifacts and items	Determine extraordinary circumstances	Field Division Chief	III.B.6 page 12
Special events	May approve use of corporate logo, names, signs and literature	District Superintendent	III.B.7.a page 12
Special events	Approve advance on-site notice	District Superintendent	III.B.7.b page 13
Special events	Approve free samples etc. in advance	District Superintendent	III.B.7.c page 13
Special events	Have a sense of the public's regard for the tone of displayed recognition	District Superintendent	III.B.7.c page 13
Other organization use of CSP recognition	Prior written approval	Director or designee	III.B.8.c.i,ii,iii page 14

ACTION	RESPONSIBILITY	POSITION	GUIDELINE REFERENCE
Sponsorships	Consultation / approval	Partnerships & Consumer Strategies Division / Director	III.B.8.c.iv page 15
Recognition phase out	Part of implementation and phase out plan	District Superintendent	III.C page 15
Contractual obligations	Develop written standards	District Superintendent	III.D pages 15-16
Recognition implementation and phase-out plan	Develop and implement	District Superintendent	III.E page 16
District donor and recognition contact	Appoint	District Superintendent	III.E page 16
Endowments	Review and Approve	Counsel and Deputy Directors Park Operations & Administration	III.F. page 16
Ethical considerations	Consultation	Field Division Chief and/or Deputy Director Park Operations	III.H. pages 18-19

## APPENDIX I

### GIFT REQUIREMENTS and DEFINITIONS

#### **California Government Code §11005.**

(a) Unless the Legislature specifically provides that approval is not required, every gift or dedication to the state of personal property, or every gift to the state of real property in fee or in any lesser estate or interest, shall be approved by the Director of Finance, and every contract for the acquisition or hiring of real property in fee or in any lesser estate or interest, entered into by or on behalf of the state, shall be approved by the Director of General Services. Any contract entered into in violation of this section is void. This section applies to any state agency that, by general or specific statute, is expressly or impliedly authorized to enter into transactions referred to in this section.

(b) This section does not apply (1) to unconditional gifts of money, (2) to the acquisition or hiring by the Department of Transportation of real property in fee or in any lesser estate or interest for highway purposes, but does apply to the hiring by that department of office space in any office building, (3) to contracts entered into under the authority of Chapter 4 (commencing with Section 11770) of Part 3 of Division 2 of the Insurance Code, (4) to the receipt of donated, unencumbered personal property from private sources received in conjunction with the administration of the Federal Surplus Personal Property Program by the Department of General Services, (5) to the receipt of gifts of personal property in the form of interpretive or historical objects, each valued at fifteen thousand dollars (\$15,000) or less, by the Department of Parks and Recreation, or (6) the acceptance by the State Coastal Conservancy of offers to dedicate public accessways made pursuant to Division 20 (commencing with Section 30000) of the Public Resources Code.

#### **California Code of Regulations § 18944.2.**

(a) A payment, which is a gift as defined in Government Code Section 82028, shall be deemed a gift to a public agency, and not a gift to a public official, if all of the following requirements are met

(1) The agency receives and controls the payment.

(2) The payment is used for official agency business.

(3) The agency, in its sole discretion, determines the specific official or officials who shall use the payment. However, the donor may identify a specific purpose for the agency's use of the payment, so long as the donor does not designate the specific official or officials who may use the payment.

(4) The agency memorializes the payment in a written public record which embodies the requirements of subdivisions (a)(1) to (a)(3) of this regulation set forth above and which:

(A) Identifies the donor and the official, officials, or class of officials receiving or using the payment;

(B) Describes the official agency use and the nature and amount of the payment; and

(C) Is filed with the agency official who maintains the records of the agency's statements of economic interests where the agency has a specific office for the maintenance of such statements, or where no specific office exists for the maintenance of such statements, at a designated office of the agency, and the filing is done within 30 days of the receipt of the payment by the agency.

(b) Notwithstanding subdivisions (a)(3) and (a)(4) of this regulation, a donation to a California public college or university for a specific research project which is received consistent with the requirements of California Code of Regulations, Title 2, Section 18702.4(c) and for meals received in the course of an official fundraising activity, which qualify under federal and state law for a deduction as a charitable contribution for educational purposes, will be deemed a gift to the college or university.

### **California Government Code § 82028**

"Gift" means, except as provided below, any payment to the extent that consideration of equal or greater value is not received and includes a rebate or discount in the price of anything of value unless the rebate or discount is made in the regular course of business to members of the public without regard to official status. Any person, other than a defendant in a criminal action, who claims that a payment is not a gift by reason of receipt of consideration has the burden of proving that the consideration received is of equal or greater value.

The term "gift" does not include:

- (1) Informational material such as books, reports, pamphlets, calendars or periodicals. No payment for travel or reimbursement for any expenses shall be deemed "informational material";
- (2) Gifts which are not used and which, within 30 days after receipt, are returned to the donor or delivered to a non profit entity exempt from taxation under section 501(c)(3) of the Internal Revenue Code without being claimed as a non profit entity exempt from taxation under section for 501(c)(3) of the Internal Revenue Code without being claimed as a charitable contribution for tax purposes;
- (3) Gifts from an individual's spouse, child, parent, grandparent, grand-child, brother, sister, parent-in-law, brother-in law, sister-in-law, nephew, niece, aunt, uncle, first cousin or the spouse of any such person; provided that a gift from any such person shall be considered a gift if the donor is acting as an agent or intermediary for any person not covered by this paragraph;
- (4) Campaign contributions required to be reported under Chapter 4 of this title. (Political Reform Act);
- (5) Any devise or inheritance;
- (6) Personalized plaques and trophies with an individual value of less than two hundred fifty dollars (\$250).

## APPENDIX J

### ANNUAL DONOR NEEDS INVENTORY (EXAMPLE)

District/Sector/Unit: Misty Trail State Park

Date: November 2005

Priority	Project or Item Name	Comments	Core Area	Estimated Cost
1	Campfire center	For new campground	E	\$10,000
2	Utility vehicle	Gator/Mule/etc for housekeeping	F	\$6,000
3	Visitor center roof	Replace shakes w/comp	F,E	\$15,000
4	Restroom building	For new Day Use Area	F,R	\$200,000
5	Patrol PWC	Two with trailer	S	\$20,000
6	Fire safety gear	For prescribed burn program	P,S	\$4,000
7	Trail bridge	East Creek Trail, 40' long	F,R	\$5,000
8	Kiosk	Replace at east entrance	F,R	\$20,000
9	Entrance sign	Replace at main entrance	F	\$5,000
10	Playground equip.	For new Day Use Area	F,R	\$20,000
11	25 HP tractor	W/loader & landscape box	F	\$12,000
12	Trail bridge	East Creek Trail, 30' long	F,R	\$4,000
13	Shed	For sign storage	F,S	\$2,500
14	T-shirts	Volunteer incentives	E	\$500
15	Desktop computer	For Sector Office OA	All	\$1000
16	DVD recorder	Archiving historic videos	E,F, P	\$200
17	Notebook computer	Interp. Programs & Training	All	\$2000
18	VGA projector	Interp. Programs & Training	All	\$1000
19	Trail bench	East Creek Trail	F,R	\$1000
20	Greenhouse	Replace plastic panels	F,P	\$2000
21	Generator	For emergency backup	F,S	\$3000
22	Trail bench	West Creek Trail	F,R	\$1000
23	Drinking fountain	Accessible/freeze proof	F,R	\$2500
24	Digital camera	For photo monitoring	P	\$250
25				
26				
27				
28				

Core Program Areas: E= Education/ Interpretation F= Facilities P= Resource Protection R= Recreation S= Public Safety

### ANNUAL DONOR NEEDS INVENTORY

District/Sector/Unit \_\_\_\_\_

Date \_\_\_\_\_

Priority	Project or Item Name	Comments	Core Area	Estimated Cost
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2				
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Core Program Areas: E= Education/ Interpretation F= Facilities P= Resource Protection R= Recreation S= Public Safety

## APPENDIX K

### SAMPLE LETTERS

#### **[Sample letter in response to offer of sponsorship/donation]**

Dear :

Thank you for your support of California State Parks.

We value the support we receive from generous sponsors like you. We have donor recognition and sponsorship policies to assure that donations and recognition are appropriate.

I have enclosed information on our Donor/Sponsorship Program and a list of our priorities for this year.

I will contact you in about a week to discuss your offer.

Sincerely,

#### **[Sample letter to acknowledge sponsorship/donation]**

Dear :

On behalf of the [Unit, Sector, District, Division], I would like to express our appreciation for your donation of [item or amount].

This kind of support helps enhance the experience of our visitors by providing facilities and services that might not otherwise be available.

Thank you for your support of California State Parks.

Sincerely,