



## COASTAL CAROLINA FIRST RESPONDERS ASSOCIATION (CCFRA)

### 9/11 Memorial Monument Heroes Walk (HW) Sponsorship Policy

#### **POLICY STATEMENT**

The Coastal Carolina First Responders Association (hereinafter “CCFRA”) will seek sponsors that further its mission by providing monetary support through private sponsorships of a planned **Heroes Walk** (hereinafter “HW”) surrounding a new **9/11 Memorial Monument** to be installed in the Phase 2 development of Ocean Isle Beach’s Town Center Park. CCFRA will do so in limited unique circumstances as a means to generate funds for fabrication, installation, and maintenance of the monument and walk.

CCFRA maintains its HW sponsorship program as a nonpublic forum. Inasmuch as the monument and walk will be part of the Town of Ocean Isle Beach’s Town Center Park, Ocean Isle Beach Town officials (hereinafter “Town”) have final discretion over who is eligible to become a sponsor according to the terms of this policy.

Furthermore, all public speech and communications regarding HW sponsorships on or through Town property or communication channels is intended to be government speech and will be subject to approval by CCFRA and the Town.

CCFRA will not accept sponsors that sell or manufacture products inconsistent with local, state, or federal law or with Town ordinances policies, positions, or resolutions. CCFRA will not accept sponsors that take or promote positions inconsistent with local, state, or federal law or with Town policies, positions, or resolutions. The establishment of a HW sponsorship agreement does not constitute an endorsement by CCFRA or the Town of the sponsor, its organization, products, or services.

This policy is designed to help potential sponsors, CCFRA supporters, Town staff, and the public understand the procedures for HW sponsorship and to ensure a consistent process for considering HW sponsorship opportunities.

#### **1.0 DEFINITIONS**

**HW Sponsorship:** Sponsorship is the right of an external entity or individual to associate its name, product, or service with the CCFRA HW. A HW sponsorship is a business relationship in which the CCFRA and the Town permit the public display of a name, slogan, or message on Town property in exchange for goods, services, money or other considerations.

**Facility:** Any building, venue, or structure that is located on property owned, leased, or managed by the Town.

**Park:** Open space owned, leased, or managed by the Town.

**HW Sponsorship Agreement:** A legal instrument that sets out the terms and conditions that the CCFRA, Town and the sponsor have agreed to. It shall include the CCFRA and Town’s standard terms and conditions and other matters related to the HW sponsorship, such as a rate chart, schedule, special obligations of the parties, and other appropriate terms and conditions. The CCFRA and Town will not make any statements that would directly or indirectly advocate or endorse a sponsor, their products, or services. All of the sponsor’s materials or communications developed to promote or communicate the HW sponsorship may **not** use the CCFRA or Town’s name, marks, or logo without written approval from CCFRA and the Town Administrator or designee.

## **2.0 ASSIGNMENT OF AUTHORITY TO REVIEW AND APPROVE HW SPONSORSHIPS**

2.1 The Town is the *final* decision-making authority for determining the appropriateness of a HW sponsorship relationship and reserves the right to refuse any offer of HW sponsorship. Unless a HW sponsorship opportunity requires Board of Commissioner approval, CCFRA shall act through its Board in determining and approving HW sponsorships. All offers of HW sponsorship shall be reviewed with the Town Administrator and in accordance with this policy.

2.2 Levels of HW Sponsorship:

**Level 1** – Town Commissioners Board Approval Required:

Offers of HW sponsorship that present a projected value of \$5,000 or more shall require the approval of the Town’s Board of Commissioners.

**Level 2**- CCFRA Board Approval Permitted:

All other offers of HW sponsorship may be approved by CCFRA and the Town Administrator, who may refer any proposed offer of HW sponsorship or HW sponsorship agreement within the Town Administrator’s authority level to the Board of Commissioners for approval.

## **3.0 CRITERIA FOR HW SPONSORSHIP REVIEW**

3.1 When the CCFRA enters into an HW sponsorship agreement, this shall not be construed as an endorsement of the particular sponsor or its services or products. However, HW sponsorships may imply an affiliation and such affiliation can affect the public’s trust and their perception of the Town’s ability to govern equitably and fairly. Therefore, any proposal for HW sponsorship of a Town option will not be approved if that HW sponsorship may compromise the public’s perception of the Town’s neutrality or its ability to act in the public interest. Furthermore, the Town will reject any HW sponsorship that might have a negative effect on its image, or values. The CCFRA and the Town intend to preserve its right and discretion to exercise control over the placement, content, appearance, and wording of all HW sponsorship recognition messages. The CCFRA and the Town may make distinctions on the appropriateness of sponsors on the basis of the HW sponsorship recognition message but will not deny an HW sponsorship on the basis of the potential sponsor’s viewpoint.

3.2 If either the CCFRA or Town determines that the HW sponsorship is contrary to community standards for appropriateness for government publication or government speech or the content of the HW sponsorship is not suitable for a specific audience, the HW sponsorship shall not be allowed. If the subject matter is **not** related to honoring, respecting, memorializing and/or paying tribute to the brave souls and/or entities of the armed forces and first responder agencies, the HW sponsorship request may be denied. Any message that is inconsistent with the Town’s policies or image may also be denied.

3.3 Every HW sponsorship offer shall be evaluated by taking into consideration the personalities and characteristics of the average attendee for each paver message proposed by HW sponsorship and the mission, values, and image of the CCFRA and the Town. The CCFRA and the Town shall consider the following criteria before entering into any HW sponsorship agreement:

- ❖ The extent and prominence of the public display of HW sponsorship.
- ❖ The aesthetic characteristics of the public display of HW sponsorship.
- ❖ The level of proposed support of the sponsor.
- ❖ The level of cooperation that is needed from CCFRA and other Town departments to implement the HW sponsorship.
- ❖ The extent to which the HW sponsorship will create financial, administrative, or operational burdens on the Town.

- ✦ Inconsistencies between both the CCFRA and Town’s policies and the known policies or practices of the potential sponsor.
- ✦ Other factors that might undermine public confidence in the Town’s impartiality or interfere with the efficient delivery of Town services or operations, including, but not limited to, current or potential conflicts of interest between the sponsor and Town employees, officials, or affiliates, and the potential for the HW sponsorship to tarnish the Town’s standing among its citizens or otherwise impair the ability of the Town to govern its citizens.

**4.0 POTENTIAL RECOGNITION MESSAGE FORMATS**

The following set forth below, are usually consistent with this policy. The specific recognition message format will be discussed between the CCFRA, Town and Sponsor as outlined in the HW Sponsorship Agreement.

- ✦ Signage
- ✦ Inclusion on pavers
- ✦ Sponsorship walls
- ✦ Inclusion on printed materials of the Town
- ✦ Inclusion on CCFRA and Town-maintained facility web pages
- ✦ Newsletters, media releases, or press conferences
- ✦ Mayoral/Council recognition and awards

**5.0 PERMISSIBLE RECOGNITION MESSAGES**

HW sponsorship recognition messages may identify the sponsor by its logo, legal name, or name that is used in the course of business but should not promote or endorse the sponsor or its products or services. The sponsor may not describe its product or service however, the sponsor may provide brief contact information for the sponsor’s organization. Statements that advocate, contain price information or an indication of associated savings or value, request a response, or contain comparative or qualitative descriptions of products, services, or organizations will not be accepted.

Examples of permissible recognition messages shall include:

- ✦ Provided by *(service personnel and/or organization name)*
- ✦ Donated by *(service personnel and/or organization name)*
- ✦ A gift in memory of *(service personnel and/or organization name)*
- ✦ In memory of *(service personnel and/or organization name)*
- ✦ In honor of *(service personnel and/or organization name)*
- ✦ In recognition of *(service personnel and/or organization name)*
- ✦ In remembrance of *(service personnel and/or organization name)*

Other proposed forms of HW sponsorship recognition messages and signage will be considered on a case-by-case basis, consistent with this policy. The message, however, shall not exceed **24 characters**. All recognition messages shall provide a positive and desirable image to the community and shall not compromise the design standards and visual integrity of the option. Any physical form of on-site recognition shall not interfere with attendee’s use of pavers. The physical form of recognition shall be of an appropriate quantity, quality, size, and color, as determined by the CCFRA and Town Administrator and should not detract from the immediate surroundings.

**6.0 TERMINATION OF HW SPONSORSHIPS**

The CCFRA and Town reserve the right to terminate any HW sponsorship should conditions arise during the life of that HW sponsorship that results in the HW sponsorship conflicting with this policy, the HW sponsorship

term has expired, the sponsor has failed to meet the terms of the HW sponsorship agreement, or the HW sponsorship is no longer in the best interest of the Town’s residents.

**7.0 PROCESS AND PROCEDURES FOR HW SPONSORSHIP AGREEMENTS**

- 7.1 These procedures have been established in order to ensure that all HW sponsors are treated in an equitable and appropriate manner and that in recognizing a sponsor’s support, the value and purpose of a particular paver message is not diminished.
- 7.2 Proposals for HW sponsorship agreements shall be made to the CCFRA HW Administrator. The HW Administrator will forward the submission to staff in the appropriate department depending upon the type of sponsorship identified in the submission. Staff shall review the proposed request for its adherence to the guidelines of the Town’s sponsorship policy and ensure that supporting information has been authenticated. The recommendation will then be presented to the Town Administrator who will determine further action pursuant to this policy.
- 7.3 HW Sponsorship Request Forms may be obtained by:
  - ✪ Email request at [ccfraorg@gmail.com](mailto:ccfraorg@gmail.com) (*preferred*)
  - ✪ Online Request/Organization Website – [www.ccfra.org/contact](http://www.ccfra.org/contact)
  - ✪ Online Request/Organization Facebook Page/Messenger – [CCFRA](#)
  - ✪ Mail Request – Send a request for a form to be sent by mail to CCFRA, PO Box 7194, Ocean Isle Beach, NC 28469

Completed HW sponsorship Request Forms should be mailed to:

**CCFRA**  
**Attn: HWS Administrator**  
**PO Box 7194**  
**Ocean Isle Beach, NC 28469**

- 7.4 The placement locations of engraved pavers within the Heroes Walk surrounding the 9/11 Memorial Monument are predetermined based on an engineering study and plans developed by the CCFRA and Town of Ocean Isle Beach. Any change to the predetermined locations is at the sole discretion of the CCFRA, Town Administrator and/or Board of Commissioners.

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**Kevin Dempsey, CCFRA Board Member**

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