



VENABLE PARK SPONSORSHIP PROGRAM

INVOLVEMENT OPPORTUNITIES

Dielmann Recreation Complex / 11400 Olde Cabin Road / Creve Coeur MO 63141
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HONORING DR. HOWARD PHILLIP VENABLE

BACKGROUND



Dr. Howard Phillip Venable, an accomplished ophthalmologist, was chief of the ophthalmology department at Homer G. Phillips Hospital, which had been the only hospital in St. Louis, Missouri, for African Americans. In the late 1950s, Dr. Venable was the first African American to join the faculty of Washington University School of Medicine, as well as the faculty of St. Louis University School of Medicine. In addition to his numerous medical achievements in ophthalmology, he mentored and assisted numerous young medical students of color in fulfilling their dreams and aspirations.

A PAST INJUSTICE

Dr. Howard Phillip Venable was known for many *firsts* in his professional life and civic achievements. Unfortunately, there is one *first* in his personal life that he was unable to achieve as a result of housing discrimination - an overt and prevalent practice during this time. In 1956, Dr. Venable purchased land in a new development located in Creve Coeur, MO with the desire to build a new home for his family. This home was never to be lived in as his property was taken by eminent domain when the Venables refused to sell it first to their white neighbors and later to the City. The Venables fought a 3-year battle in the Missouri courts, all to no avail.

CORRECTING THE WRONG

Dr. Howard Phillip Venable passed away in 1998, yet today, a coalition of concerned citizens working with Dr. Venable's family continue to keep his contributions to medicine and civic achievements alive and cherished, and the wrongdoing to him rectified with honor and tribute. In December 2019, the City of Creve Coeur passed a resolution to rename the park the Dr. H. Phillip Venable Memorial Park. Additionally, a task force was formed to make recommendations for honoring Dr. Venable and his family with a rededication ceremony and promoting further understanding of the park's history. Upon completion, the park will include signage, a memorial and educational experiences.

PARK REDEDICATION & MEMORIAL

The dedication of the Dr. H. Phillip Venable Memorial Park will be held June 18 and 19, 2021 and include an official ceremony, educational opportunities and reception. Rededication attendees will include the Venable family and friends, residents, St. Louis City and County officials, Venable Park Task Force members and event sponsors.

ACT TODAY TO STRENGTHEN TOMORROW

We invite you and your organization to be an important part of history by taking an active corporate citizen role - sponsoring a portion of the dedication weekend, providing in-kind donations or contributing to a memorial in honor of Dr. Venable.

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SPONSORSHIP LEVELS

Presenting Sponsor - Cash or in-kind donation with a value of \$5,000+

- Signage at event with logo
- Logo on all promotions about the event
- Logo in the Creve Coeur Newsletter reaching 8,000 households
- Logo on signage placed at the Dielmann Recreation Complex and the Creve Coeur City Hall for the month of June 2021
- Name on a plaque at the park.

Champion Sponsor - Cash or in-kind donation with a value of \$2,500- \$5,000

- Signage at event with logo
- Logo on all promotions about the event
- Logo in the Creve Coeur Newsletter reaching 8,000 households
- Logo on signage placed at the Dielmann Recreation Complex and the Creve Coeur City Hall for the month of June 2021

Standard Bearer Sponsor - Cash or in-kind donations with values of \$1,000 to \$2,500

- Listing on signage at the event
- Listing on all promotions about the event
- Listing on signage placed at the Dielmann Recreation Complex and the Creve Coeur City Hall for the month of June 2021
- Acknowledgement in Creve Coeur Newsletter reaching 8,000 households

Supporting Sponsor - Cash or in-kind donations with values of \$500 to \$1,000

- Listing on signage at the event
- Listing on all promotions about the event
- Listing on signage placed at the Dielmann Recreation Complex and the Creve Coeur City Hall for the month of June 2021

Community Sponsor - Creve Coeur Residents/Businesses under 10 employees, Nonprofits/Religious Institutions/Schools who donate \$250 in cash or goods and services

- Listing on signage at the event
- Listing on all promotions about the event

Donations of any amount will be accepted and very much appreciated.

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PARK REDEDICATION WEEKEND

Sponsorship of the weekend events will include; a family reception, an educational and learning opportunity and the park dedication ceremony.

Family Travel

Items will include airline tickets, rental cars and hotel rooms for the family coming in from out of town.

Projected number of members: 14

Budget: \$10,400

Family Reception

Items needed are large tent and chairs, food and drink for the evening, background music and general supplies to make the evening special for the family.

Projected event attendance: 75

Event budget: \$3,400

Educational Opportunity

Items needed include a storyteller, art project and general supplies.

Projected event attendance: 200

Event budget: \$2,900

Park Dedication Ceremony

Items needed are large tent and chairs, food and drink, background music, PA system and general supplies.

Projected event attendance: 200

Event budget: \$5,400

PARK MEMORIAL

Sponsorship of the memorial will include all aspects involved with the commission and installation of the memorial that will be placed in the park honoring Dr. Venable.

Project Budget: To Be Determined

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Sponsorship Program Guidelines

Creve Coeur Parks & Recreation (CCPR) has designed a sponsor program that will enhance our ability to deliver parks and recreation services by seeking partners whose products and businesses are consistent with and appropriate to CCPR mission and lines of business.

These guidelines are designed for individuals or businesses entering into sponsor agreements. Sponsorships are not to be confused with corporate donations or gifts for which there is no recognition or compensation. These guidelines are not applicable to gifts, grants or unsolicited donations in which no benefits are granted to the corporation and where no business relationship exists. These guidelines are designed to provide a benefit to everyone in our community without diminishing the public image of CCPR facilities and programs.

In addition to supplementing City Ordinance Section 130.070, the purposes of this guideline is to:

- (1) Clearly state that these partnerships do not constitute a public forum for communication and debate. The rights granted by the partnerships are established and retained at CCPR discretion. CCPR reserves the right to amend these policies and standards at any time. Any revisions or amendments to this policy will be in writing and supplied to all advertising contractors;
- (2) To outline the guidelines and procedures for entering into partnership agreements consistent with CCPR's mission;
- (3) To recognize that partnerships provide an effective means of generating new revenues and alternative resources to support CCPR facilities and programs.

DEFINITIONS

- A. "City" means City of Creve Coeur, a political subdivision of the State of Missouri.
- B. "Director" is the Director of the Creve Coeur Parks and Recreation Department, or his or her designee.
- C. "Partnership Packages" Partnership packages have been created for purposes of providing guidance and direction for potential sponsors and the City. It is understood and expected that minor adjustments may be made as necessary to meet City's and Sponsor's specific needs subject to conformity with restrictions, standards and guidelines set forth in this policy.

POLICY

- A. **Intent.** It is the intent of CCPR to encourage sponsorships that foster a family friendly image/environment. It is the policy of CCPR that sponsorship agreements will exist in accordance with guidelines, criteria and procedures set forth in this policy.
- B. **Sponsorship Restrictions, Standards and Guidelines.** Sponsorships are accepted on a first-come, first-served basis. In addition to the terms and conditions set forth in each Sponsorship Package, the following restrictions, standards and guidelines shall apply:

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- a. **Prohibited Industries and Products.** In general, the following industries and products are not eligible for sponsorships with CCPR: Police-regulated businesses; companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography; adult night club sponsors; political organizations;
 - b. **Message Content.** Sponsorships on City property are maintained as a nonpublic forum. The City intends to preserve its rights and discretion to exercise full editorial control over the placement, content, appearance, and wording of sponsorship affiliations and messages. The City may make distinctions on the appropriateness of sponsors on the basis of subject matter of a potential sponsorship recognition message. The City will not deny sponsorship opportunities on the basis of the potential sponsor's viewpoint. Advertisers and advertising agencies are liable for all contents of advertisements including copy, representation and illustrations.
- C. **Sponsorship Criteria.** At a minimum, City Ordinance Section 130.070, Subsection(C)(3) and the following criteria will be taken into consideration when evaluating compatibility of a sponsorship proposal; in all cases, the Director, City Administrator and/or the City Council as outlined herein will have the prerogative to accept or reject a proposal:
- a. The compatibility of the corporation's products, customers and promotional goals with CCPR Mission;
 - b. The desirability of association with the image;
 - c. The actual value in cash, or in-kind goods or services, of the proposal in relation to the benefit to the corporation;
 - d. Community support for, or opposition to, the proposal;
 - e. The operating and maintenance costs associated with the proposal.
- D. **Process of Selling Sponsorships.** The following process shall be followed in selling sponsorships:
- a. All solicitations will occur in accordance with City Ordinance Section 130.070, Subsection (C)(4);
 - b. The cost of each Sponsorship Package will be based on the value of the exposure and the amount of benefits that are received by the potential sponsor for each sponsorship (see proposed sponsorship packages);
 - c. All details involved with a Sponsorship Package will be approved by the Director and others as outlined herein;
 - d. The City reserves the right to revise Sponsorship rates. However, this will not affect existing signed and written Sponsorship agreements. All Sponsorship placed without a signed agreement is subject to rates that apply at the time of publication.
 - e. All billing for the sponsorship fees will be processed through CCPR.
- E. **Sponsorship Program and Administration.**
- a. **Administration.** CCPR Director shall be responsible for the daily administration of CCPR sponsorship program, in a manner consistent with these guidelines.

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- b. **Procedure.** The Director shall review each potential sponsor to determine whether the Sponsor falls within the adopted standards and guidelines. Depending upon the annual value of the sponsorship, the following steps shall then commence:
- i. Single Sponsor seeking to enter into agreement for sponsorship(s) with an individual or accumulative annual value of not more than \$1,500 shall commence as follows in accordance with City Ordinance Section 130.070, Subsection (C)(1):
 1. The Director shall make recommendation to the City Administrator for approval based on compatibility with the adopted restrictions, standards and guidelines set forth in this policy.
 2. The City Administrator will review the sponsorship proposal to confirm/determine whether the Sponsor meets the adopted restrictions, standards and guidelines set forth in this policy.
 3. Ultimately, both the Director and the City Administrator shall each render a final decision to deny or approve the sponsor providing a brief statement of finding(s) in support of decision rendered. The Sponsorship shall not commence in the event that either the Director or the City Administrator deny the sponsorship.
 - ii. Single Sponsor seeking to enter into agreement for sponsorship(s) with an individual or accumulative annual value of \$1,501 or greater shall commence as outlined in above Section E (2) and are subject to approval of the City Council as outlined in Section F Approval, City Council as follows in accordance with City Ordinance Section 130.070, Subsection (C)(2):
- F. **Approval, City Council.** Upon joint review and compatibility approval of both the Director and the City Administrator, the Director shall prepare and present said findings in the form of a recommendation to the City Council for consideration. Specifically, the Director shall seek authorization/approval by resolution of the City Council to enter into said sponsorship agreement on behalf of the City. Upon the approval of the City Council, the Director shall commence with entering into a formal agreement with the sponsor, consistent with the Sponsorship Program, Creve Coeur City Ordinances as specified, on behalf of City of Creve Coeur.



Creve Coeur Parks & Recreation SPONSOR AGREEMENT

Contact Person _____ Title _____

Sponsor Name (as you would like it displayed) _____

Address _____

City _____ State _____ ZIP _____

Phone # _____ Email _____

Website Address _____ Facebook Page _____

Event	Sponsor Level

The advertiser represents that they are fully authorized & licensed to use:

- a. The names, portraits and/or pictures of persons;
- b. Any copyrighted or trademarked materials;
- c. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any City publications and that such advertisement is neither libelous or defamatory, an invasion of privacy or otherwise unlawful to any third party.

Hold Harmless. The advertiser agrees to indemnify and hold harmless the City, its Parks and Recreation Department, its elected and appointed officials, employees and volunteers from and

against all claims, losses, liability, damage and/or expenses arising from sponsorship agreements and advertising except to the extent arising from the City's breach of contract or negligence.

This Agreement is subject to the terms and conditions of the Creve Coeur Parks Sponsor Program, receipt of which is hereby acknowledged. This Agreement is not valid unless signed by both the Sponsor and the City. This Agreement shall be void unless funds are received by the due date indicated below. Sponsor solely responsible for delivery of all materials in a timely manner.

Sponsor Name

Title

Sponsor Signature

Date

Approved for the City subject to receipt of applicable funds by _____ (due date).

City of Creve Coeur

Title

City of Creve Coeur Signature

Date