
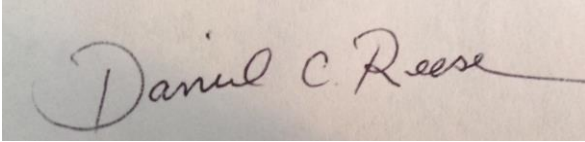


| | |
|--|---|
|  <p style="text-align: center;">Sponsorships Doe Mountain Recreation Area (DMRA)</p> | <p>POLICY</p> <p>Effective Date: 10-06-2020</p> |
| <p>Approved By:</p>  <p>_____</p> <p>DMRA Board Chairman</p> | <p>First Issue Date: 10-06-2020 Review/Revised:</p> |
| <p>SUBJECT: Policy to establish sponsorship parameters for businesses, organizations, and individuals supporting the Doe Mountain Recreation Area.</p> | |

I. RESPONSIBLE OFFICE

The Doe Mountain Recreation Authority Board (DMRA Board) is responsible for overseeing this Sponsorships Policy.

II. PURPOSE

The purpose of this written policy is to provide guidelines for the levels of sponsorship support that businesses, organizations, and/or individual donors may contribute to the Doe Mountain Recreation Area’s mission and operations.

III. DISCLAIMER

The guidelines under this policy are a basis for internal administrative review and guidance only. They are not intended to, do not, and may not be relied upon to create any substantive or procedural rights.

IV. SCOPE

Doe Mountain Recreation Area, Johnson County, Tennessee.

V. AUTHORITY

Tennessee Code Annotated § 11-25-103

VI. BACKGROUND

Doe Mountain Recreation Area offers a fun, safe, family-oriented, multi-use trail system that attracts a wide spectrum of volunteers and supporters that wish to support the DMRA

through donations of goods, services or funds. Local and regional businesses in particular may seek to promote their partnership with the DMRA in their ongoing communications with their clients and customers. Likewise, the DMRA appreciates its donors/sponsors and wishes to publicly acknowledge them.

VII. GENERAL

- A. Business, organizations, and individuals wishing to donate goods, services, or funds valued from \$100.00 to \$999.00 will receive recognition on the DMRA website.
- B. Businesses, organizations, and individuals wishing to donate goods, services, or funds valued from \$1,000.00 to \$4,999.00 will receive recognition on the DMRA website and in the Doe Mountain Adventure Center.
- C. Businesses, organizations, and individuals wishing to donate goods, services, or funds valued from \$5,000.00 to \$9,999.00 will receive recognition on the DMRA website, recognition in the Doe Mountain Adventure Center, and the right to display their name and/or logo in a prominent location at Doe Mountain Recreation Area. The DMRA Executive Director (DMRA ED) has the authority to approve sponsor signage locations and sizes.
- D. Businesses, organizations, and individuals wishing to donate goods, services, or funds valued from \$10,000.00 and higher will receive recognition on the DMRA website, recognition in the Doe Mountain Adventure Center, the right to display their name and/or logo in a prominent location at Doe Mountain Recreation Area, and naming rights on a prominent Doe Mountain Recreation Area feature (such as an overlook, trail, observation deck, *etc.*). The DMRA ED has the authority to approve sponsor signage locations and sizes.