NRPA Corporate Engagement Guidelines
May 2017

National Recreation and Park Association (NRPA) has more than 50 years of working with innovative philanthropic corporate leaders dedicated to the advancement of public parks, recreation and conservation. NRPA works closely with corporate partners to develop relationships with mutual benefit to the companies and our mission. NRPA is proud to partner with like-minded organizations who:

- Believe public parks are not a luxury, they are a necessity. They are essential to the livability of our communities and the health of our citizens.
- Share our passion for reducing chronic disease and obesity, connecting people to nature and preserving open space and wildlife habitat, improving social equity and environmental justice in underserved communities, and making our communities more livable, sustainable and resilient.
- Provide vital financial support to ensure that parks and recreation will be enjoyed for generations to come.
- Educate new audiences about the critical services parks and recreation deliver to communities and the work of NRPA and its members.

NRPA has a thorough internal review process to identify and evaluate which relationships best advance the mission and reduce risk to the organization. NRPA is mindful of the need to avoid a perception of conflict of interest and to act at all times in a way that will only enhance the credibility and reputation of NRPA and its members.

NRPA adheres to the below partnership guidelines to ensure partnership transparency and a commitment to our three pillars: conservation, social equity and healthy & wellness.

NRPA Corporate Engagement Guidelines

1. **Mission Alignment.** The partnership purpose and engagement must be consistent with NRPA’s mission of the advancement of public parks through its three pillars of conservation, health and wellness and social equity. Our internal review process will
evaluate proposed partnership engagements and require that the partnership benefit outweigh the risk to the organization and its members. Otherwise, NRPA may opt to decline opportunities and gifts from companies or foundations that conflict with this mission.

2. **Written Agreement.** NRPA’s formal agreements with corporations are designed to prevent any undue corporate influence particularly where there is a possibility that corporate self-interest might tend to conflict with NRPA’s core values. NRPA requires a written and signed contractual agreement before entering partnership with any corporation or corporate foundation.

3. **Restricted Industries.** NRPA will not enter partnership with tobacco companies or their corporate subsidiaries, parents or foundations. Additionally, NRPA has certain parameters for working with companies that produce alcohol and other drug-related products such as marijuana potentially affecting the health and wellness of individuals. These parameters can be explored during the partnership development and aforementioned internal review process. A minimum of one year in business is required for any company/organization seeking partnership with NRPA.

4. **Endorsement.** NRPA does not endorse specific products, brands or services in accordance with IRS guidelines and cause best practices. NRPA requires clear separation of NRPA messages and content from brand information or promotion.

5. **Disclosure:** NRPA will publicly disclose the nature of a corporate relationship.

6. **Exclusivity.** In general, NRPA does not enter into exclusive arrangements with corporate partners. To best advance its mission, NRPA reserves exclusive partnerships for partners providing significant long-term investments and then exclusivity may only be granted for a specific activity for a defined time period if there is sufficient benefit and investment to NRPA.

7. **Third-party Partnership Brokers.** NRPA requires access and approvals from the appropriate level of decision makers within the corporation, even when a third party is involved in the initial partnership exploration.

8. **Brand Requirements.** Partnerships are intended to enhance NRPA’s reputation and the integrity and credibility of the NRPA name and logos. Therefore, NRPA must approve all instances where its logo, trademark or intellectual properties or assets are utilized. The NRPA website(s) must be included on all promotion, events, and programs wherever possible to raise awareness about the organization and educate the public about the positive impact of parks and recreation on the local community.

9. **Cause-Related Marketing.** The following guidelines are applicable to any corporate commitment to make a contribution or donate a percentage of revenues to NRPA based on product sales or other consumer activity.
a. **Commercial Co-Ventures.** An organization that engages in cause marketing activities with NRPA may be required to register in certain states as a “commercial co-venturer”. A commercial co-venture is a relationship where a for-profit organization advertises that the purchase or use of goods, services, entertainment, or any other thing of value will benefit a charitable organization. The two key elements are the offer for sale of a product or service and a representation that the purchase will benefit a charity. If the product or service is being promoted in a state that requires commercial co-venturer registration, the organization conducting the program/promotion must file certain documents with the state’s Attorney General’s office (or other state-designated entity).

b. **Disclosures.** NRPA will work with your company to create campaign-specific language that will be required in all places where the donation to NRPA is mentioned. This language must include:
   i. The product involved in the campaign
   ii. Start and end date of campaign
   iii. Territory where campaign is taking place
   iv. Dollar amount (or percentage of the retail sales price) donated to the NRPA per item sold
   v. NRPA website
   vi. Minimum or maximum guarantees (if applicable)
   vii. Language about tax deductibility and non-endorsement

To learn more about partnering with NRPA and customized partnership opportunities, please contact Kellie May, Vice President of Programs, at 703.858.2176 or kmay@nrpa.org.