



## **Community Engagement**

### **Programming Guidelines for Event Organizer**

Riverfront Spokane encourages events that promote the use of park facilities that offer the community an informational, educational, entertaining, or cultural experience. We strive to host a variety of programs that reflect a diverse range of interests and appeal to a wide range of audiences. Our mission is to bring joy to the community through affordable and compelling urban park experiences and we encourage co-productions and/or partnerships with outside entities that share similar interests and goals.

Below is a list of general guidelines for community event organizers who are interested in partnering with Riverfront Spokane on community engagement initiatives.

#### Event Guidelines:

1. The proposed event must be co-produced by Riverfront Park.
2. The event must be free or low-cost and open to the general public.
3. The proposed event must fall into one of Riverfront Park's community engagement initiatives listed below:
  - Arts & Culture
  - Healthy Living
  - Education
  - Children & Families
  - Entertainment
4. Event organizer must share equally in the planning, production and on-site activation by offering volunteers and/or event assistance to support planning efforts and day-of-event logistics.
5. Unless otherwise agreed by city and event organizer, Riverfront Park will lead marketing collateral on print and digital media. Riverfront must be recognized as a presenting partner in press releases and the Riverfront Spokane logo must be included in any marketing efforts where applicable. Community engagement partner's logo will be included on marketing collateral.

6. The event cannot be a promotion for an upcoming for-profit or paid activity.
7. Riverfront Spokane retains all sponsorship rights to the park and its facilities. If a programming partner would like to bring in a supporting sponsor or partner to help offset event production expenses, Riverfront must pre-approve the agreed upon terms and on-site activities. Sponsorship proceeds that exceed production expenses will be used for future programming initiatives. Sponsors that conflict with current exclusive park sponsors and third-party pass-through will not be permitted.
8. Events will be considered on an event-by-event basis. Approvals will be based on venue availability, park staffing requirements, impact to park grounds and frequency/schedule of events that are similar in nature.

### **Community Engagement Public Display**

Community displays may be permitted under the Community Engagement Program Policy at park discretion. Riverfront Spokane promotes events that celebrate the City, its civic institutions, and those that align with Riverfront's Community Engagement initiatives. Displays with highly visible public interest may be considered. All park displays are subject to prior approval.