

- **ARTICLE 8. - COMMERCIAL MARKETING—PROMOTION AND ADVERTISING**

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- **Sec. 2-5-120. - Purpose.**

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This **article** is adopted pursuant to **Section** 26110 of the Government Code of the State of California to provide for the following commercial use of local recreational facilities and other County property, consistent with the approved County marketing plan (Defined in **section 2-5-127**):

(a)

The licensing, for a fee or other consideration, of the private commercial use of the County name, logo, or other intellectual property, or the depiction of County property.

(b)

The donation of facilities or informational brochures, messages, or broadcasts which publicize acknowledgment of a sponsor's financial assistance.

(Ord. No. 3969, § 1, **6-27-96**)