

## **Marketing Partnership Program Policy - DRAFT**

### **Purpose:**

The purpose of the Marketing Partnership Program Policy is to provide City of Maricopa staff a formal structure to develop and manage marketing partnerships that will support City programs and services. The Policy is designed to maintain flexibility and promote creativity in developing relationships with the private sector that will benefit the community through the quality enhancement of programs, services and events.

The Policy is designed to not only establish a formal and consistent structure, but to also do the following:

- Facilitate partnership and sponsorship opportunities such as event partnerships, league sponsorships and facility naming rights;
- Enhance public/private partnerships; and
- Market opportunities that will provide funding for programs, events, services and facilities for the Maricopa community.

### **Definitions:**

**Marketing Partnership:** An agreement or arrangement between the City and a business, corporation, individual or partnership ("Partner") wherein the Partner provides cash, in-kind goods or services and/or other resources to the City in return for access to the commercial marketing potential and/or other benefits associated with the City. Marketing Partnerships may include one or more of the City's programs, projects, events, facilities or activities.

**Marketing Partnership Agreement:** A written Agreement between the City and a Partner that outlines the terms and conditions of the Marketing Partnership.

**In -Kind:** A sponsorship received in the form of goods and/or services rather than cash that would otherwise result in direct monetary cost to the City of equal or greater value.

**Naming Rights:** The sale of the right to name or re-name City-owned facilities as evidenced in a written contract.

### **Responsibilities:**

A Marketing Partnership Committee (Committee) will consist of representatives of the Economic Development Department, Financial Services Department, a designee of the City Manager's Office, and a representative of all affected departments (i.e. departments in which a Partnership is sought). All Partnership activities will be coordinated by the Economic Development Department in conjunction with the departments the Agreement benefits. In addition, all Agreements will be reviewed by the City Attorney's Office.

It is the responsibility of the Committee to ensure that all Partnership Agreements safeguard the City's assets and interests, ensure fairness between potential partners, do not violate laws or policy and result in benefits to the City and its residents.

Any Partnerships that are anticipated to generate more than \$25,000 in annual revenue or in-kind goods or services to the City will require approval and authorization of the Maricopa City Council. All naming rights Agreements, regardless of the dollar amount, will be subject to the approval of the City Council and is approved by the City Council.

An existing City area, park, facility or event may be named after an individual, corporation or other entity as recognition for financial support, when such naming is consistent with applicable City policies.

No Partnership Agreement will impair or diminish the authority of the City and its responsibilities in respect to any municipal facility or event that is the subject of the Agreement.

The City retains the right to reject any submitted proposals. Furthermore, the City shall also have the right, at any time, to suspend or terminate an Agreement if circumstances or events arise in which the continued arrangement would no longer satisfy the selection criteria by which the original Partnership was evaluated and approved, or if for any reason, if such suspension or termination is in the best interest of the City.

**Procedures:**

1. Any department considering a Marketing Partnership shall prepare a proposal, prior to the beginning of the annual budget preparation process that sets forth the scope of any Partnerships. Such proposal shall be approved by the Department Director and shall include a description of the benefit to the community, financial goals, marketing promotions and recognitions and potential interested sponsors. The proposal shall include all Partnerships to be considered for the upcoming fiscal budget year. Proposal ideas can be submitted by a member of the community, business or organization that desires to partner with the City on a specific program, as long as they are eligible for participation in the program. (A list of partnership restrictions are enclosed in this document.)
2. Upon the discretion of the Department Director, proposal ideas may be submitted to the applicable Citizen Advisory Board for additional review prior to the Director's approval.
3. Upon review and approval of the Department Director, the proposal will be submitted to the Marketing Partnership Committee for review and make a recommendation to the City Manager, or their designee.
4. Upon approval from the City Manager, or their designee, the Committee will work with the respective department to develop a Request for Proposal for Marketing Partnership and will advertise and facilitate an open and competitive bidding process for all interested parties.
5. Once requests are received, the Committee will work with representatives of the requesting department to review and evaluate all responsive proposals and

negotiate a Marketing Partnership Agreement. Marketing Partnership Agreements under the amount of \$25,000 will be reviewed by the City Manager for approval. Proposals more than \$25,000 will be submitted to the Marketing/Communications Council Subcommittee and then to the City Council for review and approval.

Following the proposal's approval, a Marketing Partnership Agreement will be developed in accordance with all applicable City policies and procedures.

6. If the proposal is for naming rights, the Committee may recommend obtaining an outside firm to estimate the value of the Partnership opportunity. All naming rights requests must be approved by the City Council, no matter the monetary value amount.

### **Marketing Partnership Agreements:**

All Marketing Partnership Agreements will include contractual language consistent with all applicable City policies and ordinances and good business practices. In general, all Marketing Partnership Agreements should include, but may not be limited to:

- Contractual relationship
- Term
- Renewal
- Description of Programs, Projects and Activities
- Marketing Rights and Benefits
- Termination Provisions
- Standard Terms and Conditions (relevant to City contracts)

### **Partnership Restrictions:**

The following industries and products will not be eligible for participation in the Marketing Partnership Program.

- Individuals or entities that are subject to regulation or monitoring by local, state or federal law enforcement agencies, including the City of Maricopa Police Department, for regulatory compliance. This includes adult-oriented and medical marijuana businesses.
- Companies whose business is substantially derived from the sale or manufacture of tobacco products.
- Companies whose business is substantially derived from the sale or manufacture of alcoholic beverages.
- Religious or political organizations.
- Parties involved in any stage of negotiations for a City contract unless the procurement process is directly linked to a Partnership opportunity.

Any questions regarding Marketing Partnerships should be directed to the Marketing/Communications Division of the City Manager's Office.

## **A Sample List of Partnership Ranges:**

### **Corporate/Premium Partner - \$7,500 (or 75% of total event budget, whichever is greater)**

- Recognition as the Title sponsor of the event/program
- Advertisement in the My Maricopa printed newsletter (mailed to all homes in Maricopa); size of the ad to be determined based upon printing and posting costs
- Company recognition on Maricopa20
- Company logo on all web advertisements
- Inclusion in stories featured in the My Maricopa e-newsletter
- Company logo on all local print media advertisements & printed marketing collateral
- Inclusion in news releases
- Company supplied banner signage for display at event/program
- Booth or table space for display at event, if applicable

### **Platinum Partner - \$5,000 (or 50% of total event budget, whichever is greater)**

- Company logo on all web advertisements
- Inclusion in stories featured in the My Maricopa e-newsletter
- Company logo on all local print media advertisements & printed marketing collateral
- Inclusion in news releases
- Company supplied banner signage for display at event/program
- Booth or table space for display at event, if applicable

### **Gold Partner - \$2,500 (or 25% of total event budget, whichever is greater)**

- Company logo on all local print media advertisements & printed marketing collateral
- Inclusion in news releases
- Company supplied banner signage for display at event/program
- Booth or table space for display at event, if applicable

### **Silver Partner - \$1,000 (or 10% of total event budget, whichever is greater)**

- Public acknowledgement at event/program
- Company supplied banner signage for display at event/program
- Booth or table space for display at event, if applicable

### **Bronze Partner - \$500 (or 5% of total event budget, whichever is greater)**

- Distribution of materials to program participants
- Booth or table space for display at event, if applicable

### **Community Partner - under \$500**

- Acknowledgement as outlined by department

## **A Sample List of Programs & Services:**

### **Special Events:**

Fishing Derby  
Groundbreakings  
Holiday Homes on Parade  
Movies in the Park  
Mysterious Mansion  
Neighborhood Days  
Ribbon Cuttings  
State of the City  
Town Halls

(All community events are now the responsibility of Action Alliance and are not listed here).

### **Community Programs & Services:**

Annual Employee Health Fair  
Block Watch Program  
Business Beat  
Chief for a Day  
Copa Care Cleanups  
Fire Department Education & Safety Campaigns  
Maricopa20 programs  
Media Tours  
Police Department Education & Safety Campaigns  
Realtor Tours  
Shop Local programs  
Small Business Training Program  
Talk & Tee Programs  
Volunteers in Police Service

### **City Publications:**

Activity Guide  
Community Guide  
Community Profile  
My Maricopa printed newsletter

### **Sporting Events:**

Adult sports leagues  
Let's Move Maricopa!  
Youth sports leagues

### **Naming Rights Opportunities:**

Estrella Site  
Multigenerational Center  
Police Administration Building