



# Marketing Partnership Policy

July 17, 2012



# Purpose

- Create a formal structure for facilitating marketing partnerships (sponsorships)
- Enhance public/private partnerships
- Market opportunities that provide funding for City programs, projects, events and facilities



# Research

- Several existing municipal policies were reviewed. They were:
  - Avondale
  - Phoenix
  - Queen Creek
  - Scottsdale

# Marketing Partnership Committee

- A committee will be created to review proposed partnerships prior to the budget year
- Committee will consist of representatives of the Economic Development and Financial Services Departments, City Manager's Office and departments bringing forward proposals



# Qualifiers

- Partnerships generating revenue or in-kind goods or services under \$25,000 would require final approval from the City Manager
- Partnerships generating revenue or in-kind goods or services over \$25,000 would require approval and authorization of the City Council



# Restrictions

- Industries and products ineligible for participation are those who:
  - Are subject to regulation or monitoring by law enforcement agencies
  - Sell/manufacture tobacco or alcoholic products
  - Are religious or political organizations
  - Are involved in negotiations for a City contract unless the procurement process is directly linked to a partnership opportunity



# Process

- Any department considering a Partnership will prepare a proposal prior to the beginning of the budget cycle
- Upon the discretion of that department's Director, they may submit proposals to their Citizen Advisory Board, Commission or Committee for additional review and input



## Process (cont.)

- Upon approval by the Director, the proposal is submitted to the Marketing Partnership Committee to review and make a recommendation to the City Manager, or their designee
- Once review approval is received from the City Manager, the Committee will negotiate Partnership Agreements





## Process (cont.)

- Agreements under \$25,000 will be sent to the City Manager for approval
- Agreements over \$25,000 will be first submitted to the Marketing/Communications Subcommittee for review and then to the City Council



# Naming Rights

- 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



# Examples of Partnership Opportunities

- Special Events
  - Groundbreakings, State of the City
  - Fishing Derby, Movies in the Park
- Community Programs
  - Business Beat, Maricopa 20 Programs, Tours
  - Copa Cares Cleanups, Safety Campaigns
- City Publications
  - Activity Guide, My Maricopa Newsletter

# Examples of Partnership Opportunities (cont)

- Sporting Events
  - Sports Leagues
  - Let's Move Maricopa!
- Naming Rights
  - Estrella Site
  - Multigenerational Center

# Next Steps

- If approved, staff will implement the Marketing Partnership Committee and proceed to develop a list of partnerships opportunities that can be entered into during FY 12-13
- By December, the Committee will start developing opportunities for FY 13-14 to keep the process on track





Questions?

