



# City of Maricopa

## Legislation Details (With Text)

**File #:** MISC 12-057    **Version:** 1    **Name:** Marketing Partnership Policy  
**Type:** Miscellaneous Item    **Status:** Passed  
**File created:** 6/29/2012    **In control:** City Council Regular Meeting  
**On agenda:** 7/17/2012    **Final action:** 7/17/2012

**Title:** The Mayor and City Council shall discuss and possibly take action on a Marketing Partnership Policy that will facilitate private partnerships of City programs, services, events and facilities. Discussion and action.

**Sponsors:** Danielle Casey

**Indexes:** Community Resources and Quality of Life Amenities, Fiscal Policies and Management

**Code sections:**

**Attachments:** 1. Presentation, 2. Draft Policy

Date	Ver.	Action By	Action	Result
7/17/2012	1	City Council Regular Meeting	Approved	Pass

The Mayor and City Council shall discuss and possibly take action on a Marketing Partnership Policy that will facilitate private partnerships of City programs, services, events and facilities. Discussion and action.

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.

Staff recommends the adoption of the Marketing Partnership Policy.