



Date: March 2, 2007
To: All City Employees
From: Charlie McClendon, City Manager
Re: **City of Avondale Event and Program Sponsorship –
Administrative Policy AP - 25**

PURPOSE

The procedures outlined in this policy will be followed when soliciting or being solicited by any person, persons, or organizations for the purpose of developing a sponsorship relationship with the City of Avondale (the City).

This Policy does not apply to:

- Independent foundations or registered charitable organizations from which the City may receive benefit
- Philanthropic contributions or unsolicited donations to the City
- Funding obtained from other orders of government through formal grant programs
- City sponsored support of external projects where the City provides funds to an outside organization
- Third parties who lease City property or hold permits with the City for activities or events

GOALS

The goals of this sponsorship policy are to:

- Give guidance in valuing, pricing, soliciting, and awarding sponsorships
- Provide an enhanced opportunity to gain benefits from both monetary and in-kind sponsorships
- Enhance the overall quality of events and activities
- Enhance promotion and media exposure through approved media outlets
- Increase the size and coverage of program and event audiences

SPONSORSHIP DEFINED

Sponsorship is defined as either a cash or in-kind donation given to or received from an organization for access to the commercial potential associated with a particular program or event. The City will solicit and be solicited by organizations for both cash and in-kind sponsorships in return for access to commercial potential of facilities and events managed by the City. Events include, but are not limited to, all programs, events, facilities, parks, venues, buildings, city-owned property and select facilities sponsored by the City, but operated on non-City property or locations.

Sponsorship opportunities provide the City with increased exposure, enhanced events, and provides outside organizations the opportunity to demonstrate involvement and support for City events while increasing brand loyalty and awareness.

Sponsor organizations may include, but are not limited to non-profits, government, business, and others with the potential to enhance City programs. The City will not enter into a sponsorship with an organization in which the product to be identified in the sponsorship is a tobacco product, alcoholic beverage, firearm, illegal, politically motivated, represent any particular religious viewpoint, or sexually explicit in nature. The City will seek organizations that are compatible with the goals and objectives of the City. Each sponsorship contract will be evaluated on a case-by-case basis.

SPONSORSHIP VALUATION

Sponsorship is a combination of tangible and intangible benefits. The City will provide its potential and contracted sponsors with the most accurate measurements of tangible and intangible benefits that will be substantiated by demographic and buying statistics of event attendees and audiences. A Sponsor may periodically survey the effects of their sponsorship to assess their brand loyalty and awareness. This would be done by the Sponsor and at the Sponsor's expense. Results of any survey will be shared with the City.

Sponsorship ranges and levels will vary per event and each level and range will include a mixture of business-building benefits and potential sponsor return.

SOLICITING AND RECRUITING SPONSORS

The City will develop sponsorship levels and ranges annually for its events and facilities. The ranges will vary by event or facility, be designed to address unique activities or requirements, and will offer variable benefits to the sponsor. For example, official sponsors for a City event or facility may be provided exclusive opportunities in exchange for a large contribution to help supplement the activity or facility costs. Such sponsorships will be awarded by competitive bid. Other sponsors may be provided events, facility rights, and privileges without exclusivity in their sponsorship category and without a competitive bid process. All sponsorships will meet specific minimum terms, and be equally varied and specific to the sponsoring business. As events grow in attendance, popularity, and financial needs, sponsorship opportunities will also change.

All sponsorship opportunities will be publicized with the intent of informing all businesses and organizations of the sponsorship opportunity. Bid proposals will be requested of any sponsorship involving exclusivity. Award of exclusive sponsorships will go to the business or organization offering the most valuable proposal for cash and in-kind contributions within each level-range category and within each product or service category. Multi-year sponsorships will be awarded in some cases as part of the bid proposal process.

PROCEDURES AND AUTHORITY

All sponsorships proposals must be submitted in writing. All sponsorships solicited through the open bid process must follow the open bid procedures as required. Sponsorship proposals must be approved by a Department Director or designated representative through the Legal and Budget/Finance Departments. Written approval of the sponsorship project must be maintained on file in the requesting department. Sponsorship agreements must include specific requirements of both parties.

Solicitation and negotiation of sponsorships will be conducted only by City staff specifically designated by the Department Director. Directors are responsible for ensuring staff understands the requirements of this policy and that they are provided with adequate guidance and/or training related to sponsorship practices. All City sponsorship agreements will be negotiated in good faith and represent the City in a professional manner.

Employees who have any questions regarding City Sponsorship should contact the Community Relations and Public Affairs Department.