

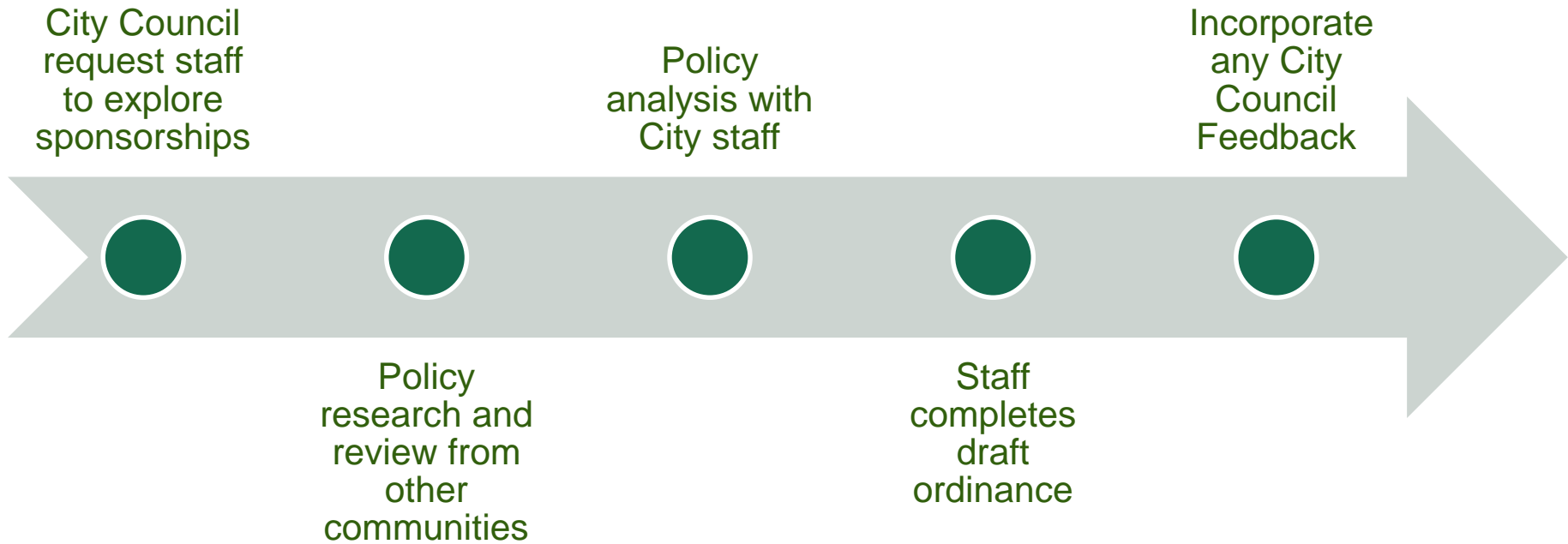


# Municipal Naming Rights and Sponsorships

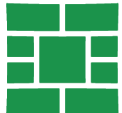
City Council Workshop  
December 6<sup>th</sup>, 2018



# Process Review and Update



# Policy Review



# Purpose and Goals

- Codify the use of municipal sponsorships to enhance City services, offset program cost, and/or generate new revenues.
- Establish consistent procedures
- Clarify sponsorship process
- Empower City staff to explore potential opportunities



# Donation vs Sponsorship

## Donation

A gift voluntary given where no reciprocal commercial benefit is given or expected.

## Sponsorship

A contractual business relationship between two entities that exchange things of value.



# What does this ordinance do?

1. Codify rules for obtaining municipal sponsorships and naming rights.
2. Create a clear process for solicited and unsolicited sponsorship ideas.
3. Require all funds generated through sponsorships or naming rights be allocated to the service, facility, property, or program that it is associated with.
4. Require all sponsorships and naming rights contracts must be for a fixed term.



# What does this ordinance not do.

- Change donations or gifts
- Impact inter-governmental agreements
- Impact grants
- Change the naming process in honor of individuals or events as outlined in 'Article E. Naming and Renaming of Public Property'



# Requirements and Restrictions

- All generated funds must be used by the service, facility, program or property
- All must be a fixed term with expiration
- No political affiliation
- Cannot be transferred
- Require City Council approval
- No product or service endorsements
- Retain ownership and control
- Cannot infer with function, character, or aesthetic quality of City service, facility, program or property.
- Competitive process for solicited sponsorships





# Two Types of Sponsorships

## Solicited Sponsorships

- Staff writes a Request for Proposal (RFP) to meet the need of the service, facility, program, or property.
- Bids are accepted and scored through a competitive RFP process.
- All funds generated must be used by that service, property, facility, or program.
- Must be approved by City Council.

## Unsolicited Sponsorships

- Entity submits a sponsorship proposal.
  - Terms of agreement
  - Contractual relationship
  - Renewal Options
  - Value of the consideration
  - Payment schedule
  - Rights and benefits
- A City Manager appointed committee reviews the proposal and makes a recommendation to City Council.

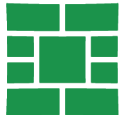


# Solicited Sponsorship Process



# Unsolicited Sponsorship

- Must provide the following to be considered:
  - A description of the contractual relationship, specifying the exact nature of the agreement;
  - The term of the agreement;
  - Renewal options, if permitted;
  - The value of the consideration and, in the case of in-kind contributions, the method of assessment;
  - The payment schedule; and
  - Rights and benefits.
  
- City Manager appointed committee determines one of the following three outcomes:
  1. Recommend approval to City Council;
  2. Recommend staff release RFP for additional opportunities; or
  3. Denial of proposal.



# Unsolicited Sponsorship Process



# Questions and Feedback

