

# Municipal Naming Rights and Sponsorships

City Council Workshop

December 6th, 2018



# **Process Review and Update**

City Council request staff to explore sponsorships

Policy analysis with City staff Incorporate any City Council Feedback











Policy research and review from other communities

Staff completes draft ordinance



### Purpose and Goals

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



### **Policy Review**

















### Donation vs. Sponsorship

#### **Donation**

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

#### **Sponsorship**

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



#### What would this ordinance do?

Establishes rules for obtaining municipal sponsorships and naming rights.

- Creates a clear process for solicited and unsolicited sponsorship opportunities.
- Requires all funds generated through sponsorships or naming rights be allocated to the service, facility, property, or program that it is associated with.
- Requires all sponsorship and naming right contracts to be for a fixed term.
- All generated funds must be used by the service, facility, program, or property.
- All must be fixed term with expiration.
- No direct 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.



#### 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'.



# Solicited Sponsorship Process

City program, facility, property, or service is determined to have a potential sponsorship opportunity.



Staff writes an RFP detailing the terms and requirements of the potential opportunity.



The sponsorship bid is released and advertised to potential partners.



Winning bid is presented to City Council for approval.



Staff reviews and scores sponsorship proposals.



### **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

The City receives a potential sponsorship proposal that meets the requirements of the City ordinance.



The City Manager appoints a committee to review the sponsorship to determine if it should be recommended for approval, denied, or an RFP should be released.



If it is determined the proposal will be approved, the item will be placed on a City Council agenda.



If it is determined the opportunity may have broad appeal, Staff will write an RFP to be released.



If denied, the entity will be notified of the reason for the denial.



# **Questions and Feedback**

