

# Request for Sponsorship



## Energy and Conservation Education

Corporate Partnerships and Development  
City of San Diego

June 2014



*(This page intentionally left blank)*

## Introduction

The City of San Diego through its Corporate Partnership and Development Program, Office of the Mayor, is issuing this Request for Sponsorship (“RFS”) to identify a company that is interested in developing a Marketing Partnership with the City.

The City is interested in working with a company that is looking for opportunities to promote Energy and Conservation Tips in San Diego through sponsorship of educational outreach.

In addition to meeting a corporation’s business goals, the Partnership Program works with the City’s partners to create meaningful programs and positive messages about the corporation’s support within the San Diego community. ***This is not a solicitation for contracted services for the City of San Diego.***

In March 2000, the City adopted a Marketing Partnership Policy, “to provide guidelines for developing and managing municipal marketing partnerships which ensure that all marketing partnerships support the City of San Diego’s goals of service to the community and remain responsive to the public’s needs and values.”

For a detailed description of the City’s Partnership and Development Program, please go the City’s website at [www.sandiego.gov/corporatepartnership](http://www.sandiego.gov/corporatepartnership).

## Marketing Program Benefits and Opportunities

The City offers multiple sponsorship benefits, such as promotions, signage, events and exclusive opportunities and/or access to employees.

A partial summary of potential partnership opportunities follow. This list is intended to be a starting point to give a potential marketing partner some initial ideas about the scope of the opportunities and benefits available as a Marketing Partner with the City of San Diego.



**Marketing Exposure:**

Opportunities could include the following:

- The right to be designated and referred to as an “Energy & Conservations Tips Sponsor of the City of San Diego” or similar and use of moniker in company materials or advertising.
- Logo/message on Energy & Conservation Tips Video in City’s Development Services Department waiting rooms with opportunity for company spokesperson to appear in video.
  - Video also to air on City TV 24
  - Other video opportunities could include such as “Remodeling – Do it Right”, “Ask the Inspector” (looped on City TV and DSD lobby), “Building Safety” (PSA - International Code Council Foundation), “Energy Incentives / Rebates” , “City of San Diego Building Permits”, “How to Use and Obtain Water Legally on the Work Site”, “Storefront Improvement Incentive Program” (looped on City TV and DSD lobby)
- Energy & Conservation Tips Video with logo recognition/link on the Energy Conservation section of City’s website. Other video topics with logo recognition/link on applicable sections of the City’s website.
- Sponsor of Energy & Conservation Tips panels on Big Belly Trash Compactors at select number of locations through City (Potential locations available or in progress: Balboa Park, Downtown Concourse, Park locations and San Ysidro border area locations). Includes Logo exposure and short marketing message.



**Public Relations:** Opportunities could include the following:

- Appear before City Council during approval of the marketing partnership and to be recorded/aired on City TV 24, the City’s municipal government access cable channel (400,000 households).
- Logo recognition for Energy & Conservation Tips outreach sponsorship on City of San Diego web pages and photo carousels.

**Promotional:** Opportunities could include the following:

- Promote tips as well as discounts (if applicable) on company products/services to approximately 10,000 city employees and retirees through City’s existing communication systems (intranet, emails, material distribution, educational seminars, training sessions and special events).



## Partner Eligibility

**Quality and Reputation:** Please provide information that supports your company or organization's standards of quality and reputation in your industry.

- Provide local and/or national Better Business Bureau (BBB) accreditation with appropriate documentation.
- Provide description of company including headquarters, size, organization structure, financial stability, capacity and resources.
- Please note if your company has been involved in litigation that resulted in fines, action or settlement over the past three years.
- In keeping with the City's commitment to the local community, additional consideration may be given to locally owned and/or operated businesses.

## Annual Marketing Rights Fee

The desired term of this partnership is a minimum of two years with three one-year renewal options. In exchange for the potential rights listed in the RFS and other negotiated benefits, Proposer will provide to the City:

- Annual marketing rights fee (based on negotiated value)
- Other benefits as appropriate

## Contact Information

Companies interested in this opportunity are asked to submit a proposal via email to Natasha Collura, Director of Corporate Partnerships and Development no later than **July 24<sup>th</sup>, 2014**.

Questions can also be directed to Natasha Collura prior to submission of proposal.

**Natasha Collura**  
**Director**  
**Corporate Partnerships and Development**  
**1010 Second Ave. Suite 1060**  
**San Diego, CA 92101**  
**(619) 533-3822**  
[ncollura@sandiego.gov](mailto:ncollura@sandiego.gov)  
[corporatepartnership@sandiego.gov](mailto:corporatepartnership@sandiego.gov)

**City of San Diego**  
**Corporate Partnerships and Development**  
1010 Second Ave., Suite 1060 MS 610  
San Diego, CA 92101  
619-533-3823  
[www.sandiego.gov/corporatepartnership](http://www.sandiego.gov/corporatepartnership)