



# **The City of San Diego Sponsorship Guidelines**

## Table of Contents

<b>I. BACKGROUND ON THE MARKETING PARTNERSHIP PROGRAM AND DEFINITIONS.....</b>	<b>3</b>
<b>II. BACKGROUND ON E-GOVERNMENT POLICY ISSUES .....</b>	<b>3</b>
<b>III. PURPOSE FOR WEB SITE SPONSORSHIP GUIDELINES.....</b>	<b>3</b>
<b>IV. EXISTING POLICIES .....</b>	<b>3</b>
<b>V. GENERAL PRINCIPLES.....</b>	<b>3</b>
<b>VI. WEB SITE SPONSORSHIP PROCESS .....</b>	<b>4</b>
IDENTIFY TYPE OF SPONSORSHIP .....	4
VALUE OF SPONSORSHIP .....	4
DURATION OF WEB SITE SPONSORSHIP .....	4
LOCATION OF WEB SITE SPONSORSHIP .....	5
SIZE AND SPECIFICATIONS OF SPONSORSHIP DISPLAYS.....	5
HYPERTEXT LINKS TO SPONSOR'S WEB SITES.....	5
EXCLUSIVITY.....	5
OTHER SPONSORSHIP ACTIVITIES.....	5
<b>VII. RESPONSIBILITIES .....</b>	<b>5</b>

## **I. Background on the Marketing Partnership Program and Definitions**

On June 8, 1999 the City Council unanimously approved a strategic marketing plan for corporate partnerships with the City of San Diego called the Municipal Marketing Partnership Program (MMPP.) The MMPP seeks opportunities for the City to generate revenue from marketing partnerships with the corporate community in order to enhance municipal services and facilities in the City. Marketing partnerships, which are synonymous with sponsorships, are mutually beneficial business arrangements between the City and a company, where the company provides cash or in-kind services to the City in return for a marketing association with the City.

Although the City is a not-for-profit, City sponsorships should not be confused with philanthropy. Philanthropy is the support of a cause through cash or in-kind support without any commercial incentive. Sponsorship is undertaken for the purpose of achieving commercial objectives.

Even though certain sponsorships may include promotional activity through the media, sponsorship is not advertising. Advertising is the direct promotion of a company through space or air time bought for that specific purpose. Advertising is a quantitative medium, sold and evaluated in terms of cost per thousand. Sponsorship, on the other hand, is a qualitative medium; it promotes a company in association with the City.

## **II. Background on e-Government Policy Issues**

On October 11, 2000, the Rules Committee approved a revised Telecommunications Policy that included a Privacy Notice and Disclaimer and other policy decisions pertaining to e-Government. Within City Manager Report No. 00-207 on this new Policy, staff reported that in the future, several complex issues related to e-Government may require discussion and policies. One of the emerging areas listed was advertising. The report stated, "The use of advertising on Web sites, such as banner ads are occurring on a few municipal sites. However, the issue involving the selection of which ads to allow and the perceived endorsement of those commercial entities create potential legal issues. It should be noted that the City is presenting logos and links to those companies selected through the Municipal Marketing Partnership Program." In other words, the MMPP is currently providing Sponsorship recognition on the City's Web site.

## **III. Purpose for Web site Sponsorship Guidelines**

The purpose for Web site Sponsorship Guidelines (Guidelines) is to provide direction for sponsorship recognition on the City's Web site and to ensure that sponsorship displays promote the economy, tourism and welfare of the City. Further, these Guidelines are designed to allow the City flexibility to integrate sponsorship information, but limits the size, duration, location and content of these displays in order to coordinate, manage and protect this medium from over commercialization, technology limitations or conflicts.

## **IV. Existing Policies**

The City currently has two Council Policies that provide direction for the City's relationship with corporate sponsors. Council Policy 000-41 - Product Endorsement, provides direction to City employees and agencies or organizations funded by the City regarding endorsements of commercial products or services. Council Policy 000-40 - Marketing Partnership Policy, provides guidelines for developing and managing municipal marketing partnerships. These Guidelines are developed as an extension of these policies to cover the City's activities on a new and expanding medium, the Internet.

## **V. General Principles**

- a. The City of San Diego accepts the principle that third persons may become marketing partners with the City in the sponsorship of City-approved programs, projects, events, facilities or activities where such partnerships are mutually beneficial to both parties and in a manner consistent with all applicable policies and ordinances set by the City.
- b. The City of San Diego accepts the principle that the City's Web site is an acceptable medium for recognition of marketing partners. Recognition of marketing partners on the City's Web site will be evaluated based upon the criteria outlined below in Section V. Web site Sponsorship Process to ensure the City is not faced with undue

commercialism. The City's Chief Information Officer (CIO) shall have the discretion to limit the number of Web site sponsorships in order to reduce clutter, over commercialization and promote the welfare of the City. In the event of a dispute between a proposed sponsor and the CIO's exercise of discretion, the CIO's decision may be appealed to the City Manager within 10 calendar days following the date of the CIO's written decision. The City Manager or his/her designee shall review the decision of the CIO and render a written decision within 30 calendar days and deliver to the proposed sponsor. The decision of City Manager or his/her designee shall be final.

- c. The City of San Diego accepts the principle that Web site Sponsorships will remain consistent with and complement the seven objectives of the "Telecommunications Framework for Cities," adopted by League of California Cities and the City of San Diego. These objectives include: 1) Improve Administrative Efficiency; 2) Reduce Budget Deficits; 3) Improve Democratic Governance; 4) Ensure Delivery of Government Services; 5) Reduce Air Pollution, Traffic Congestion and Energy Consumption While Accommodating Growth; 6) Encourage Economic Development; 7) Ensure Affordable Universal Access for All Citizens.
- d. Restrictions on Web site Sponsorships
  - 1. The City's Web site will not be used for the sale and display of commercial advertising in any form including banner advertisements, shopping carts, buttons and text advertisements.
  - 2. Web sponsorship is only available to companies that participate with the City as either a marketing partner or a department sponsor. Stand-alone Web site Sponsorships will not be offered.

## **VI. Web Site Sponsorship Process**

The general procedure for developing Web site Sponsorships will be as follows:

### **Identify Type of Sponsorship**

The City has two distinct sponsorship programs in operation. The City's Corporate Sponsorship and Development Program operates the Municipal Marketing Partnership Program which seeks "Official" sponsors for the City in exclusive business categories. These sponsorships are referred to as "Marketing Partnerships." Certain City departments including Park and Recreation operate sponsorship programs for specific programs, activities and facilities. These are referred to as "Department Sponsorships." Department Sponsorships are unique to the Department and typically do not offer "Official" status.

### **Value of Sponsorship**

The City may allow Web site Sponsorship when the overall value of the sponsorship, including cash and in-kind benefits, is as follows: 1. Marketing Partnerships valued at \$50,000 or greater. 2. Department Sponsorships valued at \$2,500 or greater. The City Manager will have final determination as to fair market value of sponsorships.

### **Duration of Web site Sponsorship**

Sponsorship displays will appear for a limited time depending on type and value of the sponsorship.

- 1. Marketing Partnerships - Pursuant to the terms set forth in the Marketing Partnership Agreement.
- 2. Department Sponsorships - Based upon the value of the sponsorship to the City (including the fair marketing value of any in-kind benefits): \$2,500-\$10,000: 30 consecutive days \$10,000-\$25,000: 60 consecutive days \$25,000-\$50,000: 90 consecutive days Greater than \$50,000 - Pursuant to the terms set forth in the negotiated Department Sponsorship Agreement.

## **Location of Web site Sponsorship**

Specific Web pages on the City's Web site will incorporate sponsorship displays depending on the type of Sponsorship.

1. Marketing Partnerships - On the MMPP Web page and any other pages as set forth in the Marketing Partnership Agreement.
2. Department Sponsorships - Department created "Sponsor Recognition Web page" and other pages as set forth in the Department Sponsorship Agreement.

## **Size and Specifications of Sponsorship Displays**

1. Corporate logos which appear on the City's Web site must include language explaining the reason for the corporate logo. For example, "ABC Company proudly sponsors the 7-Day Outlook of Special Events."
2. Corporate logos that appear on the City's Web site are to be supplied in 72 screen resolution (dpi) in .gif or .jpeg file formats. The sizing and placement of the logo on the Web site will be performed by the City and reviewed by the Municipal Marketing Partnership Program.
3. Sponsorship messages cannot include advertising language about the company's products, services, prices etc.

## **Hypertext Links to Sponsor's Web sites**

Marketing Partnerships and Department Sponsorships valued greater than \$50,000 may include negotiated benefit of a hypertext link to the sponsor's Web site. The City will use an exit box notification whenever a visitor chooses to use a hypertext link to a sponsor's Web site, stating that the user is leaving the City Web site. Web site sponsors may establish hypertext links from sponsor's Web sites to the City's Web site.

## **Exclusivity**

Marketing Partnerships developed under the MMPP provide category exclusivity to the sponsors. Therefore, Department Sponsorships cannot offer Web site Sponsorships in the defined business categories of existing Marketing Partners. The City Manager will have final determination as to the definition of the business categories.

## **Other Sponsorship Activities**

As the use of the Internet expands, new Web site Sponsorship technologies or opportunities may emerge. Web site Sponsorships not covered or technology not contemplated by these Guidelines will be subject to negotiation, review and approval in a future Marketing Partnership Agreement or Department Sponsorship Agreement.

## **VII. Responsibilities**

- a. Per Council Policy 000-40, all Marketing Partnership activities will be coordinated by the Corporate Sponsorship and Development Program, or its successive office, under the direction of the City Manager or his/her designee.
- b. In the area of Web site Sponsorship activities, the Corporate Sponsorship and Development Program will be responsible for:

1. implementing the Web site Sponsorship Guidelines
  2. providing guidance to all City departments regarding the interpretation and application of these Guidelines
  3. reviewing and assisting in the development of Web site Sponsorship programs.
- c. The Program Manager of the City's e-Government Program, or its successive office, will be responsible for
1. providing guidance to City departments on technical standards and operational issues associated with the City's Web site
  2. reviewing and approving all technical aspects of Web site Sponsorship activities
  3. providing guidance on Internet technology issues and opportunities to the Corporate Sponsorship and Development Program and/or City Departments