

Request for Sponsorship



City of San Diego Financial Services Partner

Corporate Partnerships & Development
Economic Development Department
City of San Diego

Introduction

The City of San Diego (“City”), through its Corporate Partnership Program, managed by the Economic Development Department, is issuing this Request for Sponsorship (“RFS”) to identify a Financial Services Partner (“Partner”) to enter into a Corporate Partnership Agreement (“Agreement”) with the City. The City recognizes that local financial institutions play an integral role in communities by participating in and supporting community efforts. In order to promote this ideal, the City is interested in working with financial institutions to identify potential programs that would benefit communities within the City in exchange for marketing rights and promotions that would provide a business benefit. In addition to meeting a corporation’s business goals, the Corporate Partnership Program works with the Partner to create meaningful programs and positive messages about the corporation’s support within the San Diego community.

Marketing Program Benefits and Opportunities

The City offers multiple sponsorship benefits, such as promotions, events and exclusive opportunities to showcase financial products and services. In addition, the City encourages potential Partners to suggest additional marketing programs that will achieve their outreach goals in the City of San Diego.

A partial summary of potential partnership opportunities and benefits are outlined below. This list is intended to be a starting point to give potential Partners some initial ideas about the scope of the opportunities and benefits available as a Partner with the City.

Recognition

- Official Financial Services Partner. The right to be designated and referred to as the “Official Financial Services Partner of the City of San Diego” per City Council guidelines and are able to use said designation in marketing efforts. In exchange for this designation Proposer shall at all times during the Term comply with Council Policy 000-41, Endorsement policy.
- Branding. The right to be named on all promotional materials used in connection with this partnership as the “Official Financial Services Partner.” The Partner’s logo may also be included in City marketing materials.
- Web Site Links To be included on the City of San Diego’s Corporate Partnership page highlighting the partnership and providing a link to Proposer’s web site. This right must be, in both form and content, consistent with all current and future City policies related to web sites including Council Policy 000-40, Marketing Partnership policy, and the City’s Web Sponsorship Guidelines.

Sales Opportunities and Events

Partners may be invited several times a year to participate in City-wide events. Examples of these and other sales and marketing opportunities:

- Advertising Rights. The right to promote their financial products and services to City employees in person and virtually. Additionally, the right to promote their financial products and services to the public. Venues and times to be mutually agreed upon by the Parties.

- Events. The right to participate in an agreed upon number of Citywide events per year. Events will be determined at the City's sole discretion. Examples include New Employee Orientation, All Hands Meetings, Benefit Fairs, Employee Appreciation Events, Annual Department meetings, Promise Zone Events etc.
- Communications. The right to contribute to communication efforts such as Citywide internal notifications via email blasts, social media channels, CityTV interstitials, intranet feature cards, The Insider newsletter, City Councilmember briefings and notifications.
- Informational Seminars. The right to host informational seminars both in person and virtually. Venues and times to be mutually agreed upon by the Parties.
- Quarterly Planning Meetings. The opportunity to be invited to participate in City staff quarterly meetings to discuss and agree upon marketing goals and outcomes.
- Exclusivity. City will not partner with any other Partner for any related promotions, marketing, or sales efforts during the term of the Agreement.

Annual Marketing Rights Fee

In exchange for the rights listed in the RFS and other potential negotiated benefits, Proposal will provide:

- An annual fee to be the Official Financial Services Partner of the City of San Diego.
- In-kind benefits for employees and City of San Diego citizens

Submission of Proposals

Proposals must be received at the email or physical address listed in the contact information below by 5:00 p.m. on Wednesday, September 30, 2020. Proposals received after that time will not be considered. Please obtain confirmation that your proposal was received. Questions may be submitted prior to the proposal submission deadline.

Sarah Brenha
 Corporate Partnerships and Development Director
 1200 Third Avenue, 14th Floor (MS: 56D)
 San Diego, CA 92101
 (619) 533-3837
 corporatepartnerships@sandiego.gov

Confidentiality and Ownership of Proposals

All discussions between the City and a potential Partner, all materials exchanged between the parties, and all proposals submitted will be held confidential to the full extent permitted by public agencies under California law until after the City and the Partner have entered into the Agreement.

Proposal Evaluation

The City may reject any or all proposals at its discretion. The City will, in its sole discretion, choose the company or companies it determines will best meet the City's overall objectives for this partnership. The City reserves the right to select partners based on its review of the submitted proposals, without requiring interviews or presentations. If selected, the parties will enter into the Agreement that is subject to City laws and regulations.

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www.sandiego.gov/corporatepartnership