

Request for Sponsorship

CITY OF SAN DIEGO

FINANCIAL SERVICES PARTNERSHIP

September 2025



Introduction

The City of San Diego (“City”), through its Corporate Partnership Program managed by the Economic Development Department, is pleased to issue this Request for Sponsorship (“RFS”) to identify a distinguished Financial Services Partner (“Partner”) to enter into a Corporate Partnership Agreement (“Agreement”) with the City. Recognizing the pivotal role that local financial institutions play in fostering and supporting community initiatives, the City seeks to collaborate with these institutions to develop innovative programs that deliver tangible benefits to the community. In return, the Partner will receive marketing rights and promotional opportunities that align with their strategic business objectives. The Corporate Partnership Program is dedicated to working closely with the Partner to create impactful and meaningful programs, while effectively communicating the corporation’s commitment and support within the San Diego community.

Marketing Program Benefits and Opportunities

The City offers a wide array of sponsorship benefits, including promotions, events, and opportunities to showcase financial products and services. Additionally, the City encourages potential Partners to propose innovative marketing programs that align with their outreach goals within the San Diego community. Below is a partial summary of potential partnership opportunities and benefits. This list is intended to serve as a starting point, providing potential Partners with initial ideas about the scope of opportunities and benefits available through a partnership with the City.

Recognition

A Preferred Financial Services Partner: The right to be designated and referred to as a “Preferred Financial Services Partner of the City of San Diego” per City Council Policy 000-41, Endorsement policy and to use this designation in marketing efforts. In exchange for this designation, the Partner shall at all times during the term of the Agreement 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 a “Preferred Financial Services Partner.” The Partner’s logo may also be included in City marketing materials.

Web Site Links: To be included on the City’s Corporate Partnership page highlighting the partnership and providing a link to the Partner’s website. This right must be, in both form and content, consistent with all current and future City policies related to websites including Council Policy 000-40, Marketing Partnership policy, and the City’s Web Design Guidelines.

Sales Opportunities and Events

Advertising Rights: The Partner will be granted rights to promote their financial products and services to City employees through both in-person and virtual channels. This includes the opportunity to engage with employees during key City events and through digital platforms.

Additionally, the Partner will have the privilege to extend their promotional efforts to the general public, leveraging City-approved venues and times that will be mutually agreed upon by both parties. This comprehensive advertising package ensures maximum visibility and engagement, allowing the Partner to effectively reach and influence a broad audience within the City.

ATM Placement: The partner shall be granted the privilege to install and maintain automated teller machines (ATMs) within specified areas of municipal property as mutually agreed upon.

Events: The Partner will have the right to participate in a predetermined number of Citywide events each year. These events will be selected at the City's sole discretion and may include New Employee Orientation, All Hands Meetings, Benefit Fairs, Employee Appreciation Events, Annual Department Meetings, and more.

Communications: The Partner will be granted the right to contribute to the City's communication efforts. This includes Citywide internal notifications via email blasts, social media channels, CityTV interstitials, intranet feature cards, The Insider newsletter, City Councilmember briefings, and other notifications.

Informational Seminars: The Partner will have the right to host informational seminars both in person and virtually. The venues and times for these seminars will be mutually agreed upon by the parties.

Quarterly Planning Meetings: The Partner will have the opportunity to be invited to participate in quarterly meetings with City staff. These meetings will focus on discussing and agreeing upon marketing goals and outcomes.

Social Media Campaigns: Collaborate on social media campaigns to promote financial literacy, community events, and partnership milestones. Utilize platforms such as Facebook, Twitter, Instagram, X, Nextdoor and LinkedIn.

Sponsored Content: Create sponsored posts and stories that highlight the partnership and its benefits to the community.

Influencer Partnerships: Engage local influencers to spread awareness about the partnership and its initiatives.

Live Events and Webinars: Host live events and webinars on social media platforms to engage with the community and provide valuable financial information.

Funding Initiatives

The marketing fees contributed by the Preferred Financial Services Partner will directly support the following impactful initiatives, which align with the goals of the [2023-2026 Economic Development Strategy](#) with emphasis on serving diverse communities across San Diego and providing opportunities for our youth.

1. **Capacity Building Grant:** Provide grants to businesses and nonprofits located in, or serving, low-to-moderate income neighborhoods or persons to support their growth and sustainability.
 - **Goal:** To support businesses and nonprofits located in, or serving, low-to-moderate income neighborhoods or persons by providing financial assistance that helps them grow and sustain their operations. This initiative aims to enhance the economic stability and development of small businesses and nonprofits within the community.
2. **Small Business Navigator:** Establish a navigator program to assist small businesses in navigating resources, regulations, and opportunities.
 - **Goal:** To assist small businesses in navigating resources, regulations, and opportunities. This initiative aims to provide guidance and support to small business owners, helping them overcome challenges and achieve success.
3. **Youth-Led Career Expo Event:** Support the Youth-Led Career Expo Event, which offers workforce readiness, internship and career opportunities for youth in underserved communities.

Goal: To offer workforce readiness, internship and career opportunities for youth in underserved communities. This initiative aims to empower young people to shape their future and will include resume-building and mock interview practice opportunities by providing them with the resources and connections they need to pursue higher education and career paths.
4. **University of San Diego's Nonprofit Institute Nonprofit Academy:** Support the Nonprofit Academy, which provides training and resources to local non-profits to enhance their effectiveness and impact.
 - **Goal:** To support local non-profits by providing training and resources that enhance their effectiveness and impact. This initiative aims to strengthen the non-profit sector, enabling organizations to better serve the community.

Annual Marketing Rights Fee

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

- An annual fee to be the Preferred Financial Services Partner of the City of San Diego.
- In-kind Financial Wellness Programming 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 Tuesday, September 30, 2025. 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 by 5:00 p.m. on Friday, September 12, 2025.

Contact Information: Sarah Brenha
Corporate Partnerships and Development Director
1200 Third Avenue, 14th Floor (MS: 56D)
San Diego, CA 92101
corporatepartnerships@sanidiego.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 Elements

Each proposal will be evaluated by a selection panel. The evaluation will be based on the individual merits of the proposal, whether it meets the general provisions outlined in the RFS, and whether it is consistent with City policies and in the best interests of the City. The City may require Respondents to interview and/or make an oral presentation.

Proposals should follow section numbers and titles consistent with the format outlined below.

CRITERIA SCORES	WEIGHT
Alignment with City Objectives	35%
Financial Commitment and Programming	30%
Experience and Track Record	30%
Overall Proposal Quality	5%

Proposed Partner Selection Schedule

The following is the proposed schedule and key dates for finalizing the Agreement. All dates are subject to change:

RFS issued - September 2, 2025
RFS closes -September 30, 2025, by 5:00 pm
RFS question period ends - September 12, 2025, by 5:00 pm
Review of proposals -October 7, 2025
Partner Selection - October 21, 2025
Agreement negotiation - November-December 2025

City Council Committee/Resolution* - January-February 2026

Commencement of Partnership(s) - March 2026

*Based on available docket dates and overall availability of Council meetings.

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. Interviews may be held to determine the final successful partner(s). If interviews are required, the schedule above may change to accommodate scheduling. If an insufficient number of proposals are received or the proposals received are inadequate or do not meet the terms of the RFS, the City may, at its sole discretion, reissue the RFS or enter into an agreement with partners of its choice. If selected, the parties will enter into the Agreement, which is subject to City, State of California, and federal laws and regulations.

Conflict of Interest Disclosure

As part of our commitment to maintaining a fair and transparent bidding process, we require all potential partners to disclose any potential conflicts of interest.

City of San Diego

Corporate Partnerships and Development

Economic Development Department

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