



THE CITY OF SAN DIEGO

CITY OF SAN DIEGO EMPLOYEE DISCOUNTS & PROMOTIONS PROGRAM REQUEST FOR SERVICES

Introduction and Overview

The City of San Diego's Corporate Partnership Program ("CPP") seeks to generate revenue to fund existing and additional facilities, projects, programs and activities through the development of mutually beneficial marketing partnerships between the City and a corporation or other business entity, wherein the corporation provides benefits to the City in exchange for access to the commercial marketing potential associated with the City. As part of the CPP, the Employee Discounts and Promotions Program seeks to enhance the morale and productivity of City employees through partnerships with businesses that will provide employee discounts and promotions on popular products, programs and services, and donated incentives, products and/or services for use in employee morale programs. In return, the business partner receives the opportunity to familiarize City employees with its products and services through its promotional offers and donations, participate in on-site employee benefits fairs, and other opportunities as agreed. The City is only interested in partnerships that will *not* require City funds for implementation.

Scope of Services

To be considered for participation in the City's Employee Discounts and Promotions Program, please provide detailed descriptions of the discounts, give-aways, and other promotions that your company is proposing to provide. Discount or offers must be of substantive value and must be available to all City employees (approximately 10,000). In addition, discounts may be offered to City retirees (approximately 6,000). The proposal must include a minimum guaranteed donation of products or services that can be used for employee morale or employee recognition programs.

Please note whether the proposed benefit would be exclusive to City employees or if the same or similar benefits are offered by your company to the general public. Please address each of the categories outlined below. If there are additional services or fees not listed, please include them. If a category does not apply to your company, please note.

- Discounted prices for regular goods or services offered
- Special offers for goods or services offered
- Options for ordering the good or service(mail, phone, fax, online, in-person)
- List the types and amounts of all fees that would be charged to an employee seeking to take advantage of the promotion, including but not limited to:
 - Shipping and handling
 - Regulated or government imposed fees
 - Transaction or purchase fees

- Customer service hours and availability
- Donations for use in employee morale programs
 - Include examples of donation type as well as quantity
 - Indicate frequency of donation (monthly, quarterly, annually)
- Term of Agreement
- Process for verification of employee status
- Use of customized website or access code for City employees

Evaluation Consideration

Each proposal will be evaluated by a panel. The evaluation will be based on the individual merits of the proposal, whether it meets the general provisions outlined in this Request for Sponsorships, and whether it is consistent with City policies and in the best interests of the City. Some of the criteria will include:

- Service fees and options
- Added value to the employees
- Variety of offers
- Reliability
- Ease of service
- Competitive discounts in marketplace

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.

Proposal

The City reserves the right to reject any or all proposals, in whole or in part, and to negotiate with any company after proposals are received, if such action is deemed to be in the best interest of the City. A written letter of intent will memorialize the proposal accepted by the City.

Contact Information

Please e-mail all questions, comments, and other communications to:

Natasha Collura
Director of Strategic Partnerships
Corporate Partnership Program
City of San Diego
619.533.3822
ncollura@sandiego.gov