

Request for Sponsorship



Preferred Wireless Partner

**Corporate Partnerships and Development
City of San Diego**

February 2015



Introduction

The City of San Diego (“City”), through its Corporate Partnership Program and the Office of the ACOO, is issuing this Request for Sponsorship (“RFS”) to identify a company that is interested in being the Preferred Wireless Partner of the City of San Diego.

San Diego is the largest city in San Diego County and the metropolitan center of the San Diego region. With more than **1.37 million people**, San Diego is the **eighth largest city** in the United States and has over 10,000 employees throughout San Diego.

City of San Diego’s Preferred Wireless Partner Goals

The City of San Diego is interested in working with a wireless partner who is looking for opportunities to activate individual consumer accounts by directly promoting their products and services to City employees. Additional marketing opportunities will be considered that provide external public relations benefits and exposure for a partner.

Marketing Program

The City offers multiple sponsorship benefits, such as promotions, public service signage, events, exclusive opportunities and employee access.

A partial summary of potential opportunities follow. This list is intended to be a starting point to provide ideas about the scope of the opportunities and benefits available to a Marketing Partner with the City of San Diego. Please provide any proposed marketing benefits that your company would like to include in a possible partnership.



Water Safety Beach Days sponsored by Toyota

Benefits and Opportunities

The following is a partial list of the primary business and marketing rights, benefits and opportunities that may be available to the Partner chosen for this business category:

Logo Use and Exposure:

- The right to be designated as the “Preferred Wireless Partner (or a similar designation) of the City of San Diego” and for use in Partner’s marketing collateral.
- The opportunity to have logo presence on City website.
- The right to use the City logo for marketing the program.
- The opportunity for a press event with elected officials for support of City program or event

Promotional:

Opportunities could include the following:

- Promotion of city activities that could drive store traffic and activations. Examples could include:
 - Employee activation events at store locations.
 - Cause-related marketing programs with minimum guarantees at Park and Recreation Centers or Libraries that promote a wireless provider to the public. An activation resulting from exposure at a Park & Recreation Center or Library could generate a donation for one of their programs. There are 35 branch libraries, the iconic Central Library, and 55 recreation centers.
 - Skate Park or other venues tie-ins for specific products with target audiences.
- Promote discounts to approximately 10,000 city employees and retirees through City’s existing communication systems (intranet, emails, material distribution, on-site tabling at several city locations, educational seminars, training sessions and special events).
 - The City of San Diego recently instituted a stipend program for employees to receive in lieu of a city issued phone. This program would promote only your services.



Earth Day Event on City Concourse

Marketing Rights Fee and Term

Please include a proposed marketing rights fee and requested benefits in the response. Once the marketing partnership rights, benefits and opportunities are agreed upon, the parties will finalize the Marketing Rights Fee (“Fee”). The annual fee is expected to be unrestricted funding, however, the City may consider other annual funding commitments for programs as an additional contribution when determining overall benefits.

The initial term of the agreement is proposed to be two (2) years with a three (3) one year options.

Submission of Proposals

Interested companies should submit their proposal no later than 3:00pm PDT on Thursday March 26, 2015 via email to corporatepartnership@sandiego.gov or hard copy to the following:

Natasha Collura
Director, Corporate Partnership & Development
City of San Diego
1010 2nd Avenue, Suite 1060
San Diego, CA 92101

Please call 619-533-3822 or email corporatepartnership@sandiego.gov no later than 3:00 pm PDT on Thursday, March 26, 2015 to confirm receipt of your documents.

Proposal Evaluation

Upon completion of the City's evaluation of the submitted proposals, the City may request a final interview from one or more companies. The City may reject any or all proposals at its discretion. Furthermore, any ultimate selection may be subject to City Council and Mayoral approval. 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 a contract that is subject to City laws and regulations.

Contact

Questions can be directed to Natasha Collura, Director of Corporate Partnerships and Development at ncollura@sandiego.gov or 619.533.3822.

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