

SUBJECT:               MARKETING PARTNERSHIP POLICY  
POLICY NO.:           000-40  
EFFECTIVE DATE:     February 1, 2000

**BACKGROUND:**

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 partnerships with the corporate community in order to enhance municipal services and facilities in the City. The specific objectives of the MMPP are as follows:

1. To establish and guide relationships with existing and potential business partners who share the City's commitment to provide the highest quality civic environment through the City of San Diego.
2. To generate revenue to fund existing and additional facilities, projects, programs and activities.
3. To minimize the perception that the City has become "corporatized" by limiting the number of corporate partners while maximizing the cumulative revenue from the partners.

In conjunction with City Council's approval of the MMPP, the City Manager has developed the following Marketing Partnership Policy to provide general guidelines for the implementation of the MMPP.

**PURPOSE:**

To provide guidelines for developing and managing municipal marketing partnerships which ensure that all marketing partnerships support the City of San Diego's goals of service to the community and remain responsive to the public's needs and values. The following guidelines are established to maintain flexibility in developing mutually beneficial relationships with the corporate sector.

**DEFINITIONS:**

**Marketing Partnership:**

A mutually beneficial business arrangement between the City and a third person, wherein the third person provides cash and/or in-kind services to the City in return for access to the commercial marketing potential associated with the City. Marketing Partnerships may include sponsorship of one or more of the City's programs, projects, events, facilities or activities.

**Request for Sponsorship**

An open and competitive process whereby third persons may express their interest in participating in marketing partnership opportunities with the City of San Diego. All Request for Sponsorships (RFS) will include a summary of the partnership opportunity, benefits for participation, and a description of the open and competitive procedure for expressing interest in participating in marketing partnership opportunities.

### **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. Under the conditions of this policy, City staff may solicit such marketing partnerships for the City.
- b. At all times, recognition for marketing partners must be evaluated to ensure the City is not faced with undue commercialism and is consistent with the scale of each partner's contribution.
- c. Restrictions on Partnerships

In general, the following industries and products are not eligible for marketing partnerships with the City of San Diego.

1. Police-regulated Businesses
2. Companies whose business is substantially derived from the sale or manufacture of tobacco products.
3. Alcoholic beverages when the targeted beneficiaries of the marketing partnership are youth under the legal drinking age.
4. Parties involved in a law suit with the City.
5. Parties involved in any stage of negotiations for a City contract unless contract is directly linked to a marketing partnership opportunity.

The City may elect to enter into marketing partnerships with restricted partners when it is deemed appropriate and tasteful for the project.

- d. Exclusions to Marketing Partnership Policy:
  1. Gifts or unsolicited donations to a department or the City where no business relationship exists.
  2. Marketing partnership proposals forwarded to the City may not be subject to the Marketing Partnership Policy if the proposed sponsorship is determined through a good faith effort to be unique and without interested competitors.

### **Marketing Partnership Process**

The general procedure for developing marketing partnerships will be as follows:

- a. Define scope of marketing partnership program or project, including a description of the community need, financial goals and general marketing strategy.

- b. Develop a RFS for each partnership opportunity valued at \$250,000 or greater and submit to City Council for approval. City-originated marketing partnerships valued below \$250,000 may be subject to the RFS process if participation in the partnership opportunity is deemed to be competitive and issuance of an RFS would benefit the City.
- c. Advertise RFS and implement an open and competitive bidding process for interested partners.
- d. Review and analyze all responsive proposals received through the RFS process and award partnership.
- e. Develop a Marketing Partnership Agreement with corporate sponsor which is consistent with all applicable City policies and ordinances, including Equal Employment Opportunity Outreach Program and Drug Free Workplace. Marketing partnerships with individual sponsors and marketing partnerships with an aggregate value to the City below \$250,000 may be subject to Marketing Partnership Agreement clauses to the extent legally required.
- f. Submit all Marketing Partnership Agreements with an aggregate value of \$50,000 or greater to the appropriate Council Committee for review.
- g. For the first year of the Marketing Partnership Program, submit all Marketing Partnership Agreements with an aggregate value of \$50,000 or greater to City Council for review. Thereafter, Marketing Partnership Agreements will utilize the following review and approval process:
 

Submit all Marketing Partnership Agreements with an aggregate value of \$250,000 or greater to the City Council for final approval. Marketing Partnership Agreements with an aggregate value to the City below \$250,000 are subject to the following levels of review and approval:

  - 1. Less than \$50,000: Department Head or Director approval required.
  - 2. From \$50,000 to \$250,000: City Manager approval required.

### **Marketing Partnership Agreements**

All Marketing Partnership Agreements will include contractual language consistent with all applicable City policies and ordinances and good business practices. In general, Marketing Partnership Agreements should include:

- a. Contractual Relationship
- b. Term
- c. Renewal
- d. Consideration
  - Marketing Rights Fee
  - Commissions
  - In-kind Goods
  - In-kind Services
- e. Description of Programs, Projects and Activities

- f. Marketing Rights and Benefits
- g. Termination Provisions

**Responsibilities**

- a. All marketing partnership activities will be coordinated by the Development Office, or its successive office, under the Direction of the appropriate Deputy City Manager.
- b. The Development Office will be responsible for:
  - 1. implementing the City-wide Municipal Marketing Partnership Program.
  - 2. providing guidance to all City departments regarding the interpretation and application of this policy;
  - 3. providing assistance and advice to departments regarding marketing partnership activities;
  - 4. reviewing and assisting in the development of partnership arrangements as requested;
  - 5. tracking and reporting on a quarterly basis all marketing partnerships developed by City Departments.

**HISTORY:**

“Marketing Partnership Policy”

Adopted by Resolution R-292719 02/01/2000