



MADEIRA
OHIO

Sponsorship Policy

2023

1. Scope:

This Sponsorship Policy ("Policy") applies to all City of Madeira ("City") departments, employees and advisory or ad-hoc groups organizing and/or soliciting donations for City sponsored special events or programs. This Policy does not apply to any kind of funding received from formal federal, state, or local grant programs, unsolicited donations or philanthropic contributions made to the City nor does it apply to obtaining City permits for activities or events not funded or sponsored by the City. This Policy does not apply to third party events that the City may choose to sponsor, nor does it apply to organizations that may pay for their own exhibition (i.e. a booth) at a City event or program.

2. Definitions:

- a. Sponsor: a business entity, whether for profit, or not for profit; an individual or an organization which proposes to provide financial or in-kind services for an Event or Program offered by the City, in return for receiving those promotional and/or tangible benefits outlined in the City's Sponsorship Opportunity Brochure and corresponding web page.
- b. Event: City-sponsored and City-managed community-wide events offered for the benefit of the greater City of Madeira community, including residents and businesses.
- c. Program: City-sponsored and City-managed programs offered to residents and businesses; including but not limited to ongoing programs, classes, educational outreach, or other formalized initiatives.
- d. Donation: a financial or in-kind goods or services contribution made toward a City Event or Program by an individual or organization.
- e. Exhibitor: business entity (whether for profit or not for profit), individual, or an organization who pays a fee for display or space at an Event or Program.
- f. In-kind Goods or Services: goods or services that carry a tangible, quantifiable value to be donated to the City in support of an Event or Program.
- g. Paid Advertising: print or online advertising that is purchased by the City from commercial media outlets to promote an Event or Program.
- h. Outdoor Signage: physical signage or banners created and installed by the City for purposes of promoting an Event or Program in advance of the Event or Program date.
- i. Event Signage: signage and banners used during an Event or Program to identify Sponsors, direct participants, identify sections or areas, or communicate Event/ Program schedules.
- j. Logo: a designed, stylized graphic depicting an organization, event, program, or concept.
- k. Sponsor Benefits: the promotional elements provided to a Sponsor by the City in exchange for their sponsorship contribution.
- l. Sponsorship Opportunity Brochure: an online brochure, also available in print, that the City produces annually in August or September outlining anticipated sponsorship opportunities for the following calendar year.
- m. Benefit Deadlines: deadlines prior to the Event or Program, as determined by the City, that the Sponsor must adhere to by submitting Sponsorship Agreement, Donation, etc.
- n. Exclusive Sponsorship: a sponsorship arrangement that designates a sole Sponsor to a particular level or tier of sponsorship, or designates one area or level of sponsorship to only one entity in a particular industry.
- o. Sponsorship Agreement: an agreement between the City and a Sponsor formalizing the terms and conditions of the sponsorship including, but not limited to, the cost or value of the sponsorship, the

Event(s) or Program(s) being sponsored, and benefits of the sponsorship.

- p. Community Partner Logo: a logo created by the City that will be provided to Sponsors to indicate their sponsorship of City Programs or Events.

3. Policy

a. Restrictions

- i. Religious organizations: sponsorships may be accepted from religious organizations for neutral purposes of educating the general public on community services. Religious organizations who sponsor City events may not use sponsorship benefits for purposes of supporting organizational membership.
- ii. Political organizations, candidates, or sitting elected officials: sponsorships may not be accepted from organizations lobbying for a particular political agenda, or from individuals running for office.
- iii. Appropriateness: the City reserves the right, in its sole discretion, and without explanation to reject any offer of sponsorship.
- iv. Local City individuals, businesses and organizations will be given priority when assigning specific sponsorships.
- v. Sponsors may distribute coupons, special offers, raffles, and provide information on the goods and services they offer, but shall obtain City approval of the same before the Program or Event. City Events or Programs. A sponsor may only offer their product for purchase at an event with prior City approval.
- vi. Multiple Sponsors may not share or jointly purchase a single level of sponsorship.
- vii. Sponsors may not transfer ownership or resell their sponsorship or any portion of its benefits to another entity.

b. Sponsorship categories, value and benefits

- i. Sponsorship levels, pricing and associated benefits shall be determined by the City, and published in the City's sponsorship opportunity brochure.

Prices and benefits per level and Event or Program shall be consistent for the year, however may be subject to change from time to time per the City's discretion.

- ii. In-kind donations in the form of goods or services may be accepted in lieu of a sponsorship payment, subject to City approval. Prior to the event or program, the Sponsor shall provide the City with the value of the donated goods or services for approval. The City will notify the Sponsor of the sponsorship benefit level or tier that most closely matches the approved value.
- iii. Promotional recognition methods: Several methods of promoting Sponsors of events and programs will be used by the City, and may vary by event and by sponsorship level. All promotional artwork for each Event or Program will be created by the City, and upon City approval, may be incorporated into the Sponsors' Logo artwork where applicable. Promotional recognition methods typically include, but are not limited to:
 - 1. Placement on the City's website (www.madeiracity.com), on the City's community calendar, and printed newsletter.
 - 2. Outdoor Signage: temporary banners prior to the Event or Program
 - 3. Event Signage: temporary banner signage at the event or program
 - 4. Event collateral: posters and fliers to be displayed at City facilities and distributed via

various City outlets.

5. City newsletter: Event or Program ads in the City newsletter.
 6. Paid Advertising: Event or program ads purchased from commercial media outlets.
 7. Exhibit or informational table at the Event or Program.
- iv. The City will not offer any Exclusive Sponsorship arrangements under its regular sponsorship opportunity program. Exclusive Sponsorships may be considered at certain levels, but must be approved by exception by the City Manager.
- c. Sponsor obligations
- i. Once approved, Sponsors are obligated to sign a Sponsorship Agreement which indicates, among other terms and conditions, the Event or Program to be sponsored and the level. Sponsorship spots or levels will not be held without a signed agreement and appropriate payment prior to the Event or Program.
 - ii. To be eligible for sponsorship, Sponsors must *not* be any of the following:
 1. A political organization, candidate for elected office, or organizations supporting political candidates, political initiatives, or political parties; or
 2. A lobbyist whether registered in the City or not.
 - iii. If the Sponsorship Agreement is signed after Benefit Deadlines have passed, those benefits are forfeited and cannot be honored retro-actively or applied to other events by the City.
 - iv. Sponsors are encouraged to promote their involvement with the City Event or Program using materials, graphics or imagery provided by the City, and in keeping with the City's mission and supporting message.
 - v. Sponsors are encouraged to utilize the Community Partner Logo (as provided by the City prior to the Event or Program) on any materials and/or their website to indicate their sponsorship of City programs or events.
 - vi. If a Sponsor is promoting a City Event or Program through their own marketing methods or channels, it must be approved by the City prior to its use.
- d. Sponsorship Solicitation and Approval
- i. It is the City's intention to publish a printed and online Sponsorship Opportunity Brochure annually in August/September outlining anticipated sponsorship opportunities for the next calendar year.
 - ii. Sponsorships may be solicited by City staff in various departments or appointed committee members, but must be in accordance with this Policy and the program offering published in the Sponsorship Opportunity Brochure and web page.
 - iii. Sponsorship process: City staff/volunteers designated to obtain sponsorships for Events and Programs should follow the process outlined below.
 1. Sponsor Outreach: Publicize sponsorship opportunities to potential Sponsors via email, web, phone calls and mailings and through the annual Sponsorship Opportunity Brochure, web page, and assistance from City Administration.
 2. Follow up with interested Sponsors.
 3. Identify appropriate sponsorship level, confirm with City and Sponsor, and send Sponsorship Agreement to Sponsor for Sponsor's signature.
 4. Obtain Sponsor's Logo, web address, key contact person, and other information and requirements. Send the Sponsor's Logo and web address to the City Administration for

inclusion in marketing materials for the Event or Program.

5. Send confirmation, Event or Program Logo if applicable, Community Partner Logo, and any Sponsor rules and guidelines for the Event or Program to the Sponsor.
 6. Collect payment from Sponsor by check or credit card online within thirty (30) days of execution of the Sponsorship Agreement. Process Sponsor's payment with the City's Finance Department.
 7. Send copy of applicable Event materials including Sponsor's logo or mention in those materials to Sponsor.
 8. One week before a Program or Event is to occur, staff shall distribute a reminder to the Sponsor which recites the requirements, conditions or instructions.
 9. Upon completion of the Program or Event, staff shall send a thank you letter or email to the Sponsor.
- e. Collection of Funds
- i. City staff or committee volunteers assigned to promote and secure sponsorships for any City Event or Program must:
 1. Follow the Policy outlined in this document;
 2. Use the approved Sponsorship Agreement template;
 3. Maintain records of, and forward to the City Administration, all signed Sponsorship Agreements in accordance with the City's record-keeping policies and practices; and
 4. Manage the process of collecting and processing sponsorship payments in accordance with this Policy and the Sponsorship Agreement, and in accordance with the City's finance and accounting practices.