

RESOLUTION NUMBER R- 312906

DATE OF FINAL PASSAGE APR 09 2020

A RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO AUTHORIZING THE MAYOR, OR DESIGNEE,  
TO ENTER INTO A MARKETING PARTNERSHIP  
AGREEMENT WITH AED BRANDS, LLC.

WHEREAS, the City of San Diego (City) has established a Corporate Partnerships and Development Program (CPDP) to generate revenue and develop resources for the City through partnerships with the corporate community; and

WHEREAS, in September 2019, the City issued a Request for Proposal and Marketing Partnership (RFP) for Automatic External Defibrillators (AED) & Related Supplies and San Diego Project Heart Beat Sponsorship; and

WHEREAS, the overall objectives of the RFP were to secure the best quality of pricing for AEDs for the City, and execute a Marketing Partnership Agreement (Agreement) with a qualified AED supplier to support the San Diego Project Heart Beat Program (SDPHB) in the Fire-Rescue Department by providing funding to the City in return for marketing opportunities available through the SDPHB sponsorship; and

WHEREAS, City staff analyzed the potential technical and marketing partnership of all proposals to the RFP and unanimously selected AED Brands, LLC (AED Brands); and

WHEREAS, pursuant to the Agreement AED Brands will pay the City the following: 1) a marketing rights fee in the amount of \$100,000 per year; 2) a sales stipend in the amount of \$175 per AED sold within San Diego County and by SDPHB personnel, at a minimum of \$50,000 per year regardless of the volume of sales of AEDs; and 3) an annual promotional budget of no less than \$7,500 to be used for marketing initiatives that support SDPHB (collectively the "Marketing Fees"); and

WHEREAS, in consideration for the Marketing Fees, AED Brands will receive several Marketing Rights and Partnership Benefits, including: 1) the right to be referred to as the “Official AED Partner of the City of San Diego” and to use such designation in marketing efforts; 2) appearing on the City’s Public Access Defibrillation (PAD) program logo; and 3) being named on the promotional materials in connection with the PAD program as the “Official AED Partner of the City of San Diego”; and

WHEREAS, the proposed partnership with AED Brands is consistent with the City’s Marketing Partnership and Endorsement Policies; and

WHEREAS, the term of the Agreement is two years with three additional one-year options whereby the City will receive a minimum of \$157,500 per fiscal year from AED Brands;

NOW, THEREFORE,

BE IT RESOLVED, by the City Council of the City of San Diego, that the Mayor, or his designee, is authorized and directed to execute the Agreement with AED Brands, LLC for a two year term with three additional one-year options, and on the terms and conditions set forth in the Marketing Partnership Agreement on file in the Office of the City Clerk as Document No. RR-

312906

APPROVED: MARA W. ELLIOTT, City Attorney

By           /s/ David L. Powell            
David L. Powell  
Deputy City Attorney

DLP:jdf  
March 13, 2020  
Or.Dept: Corporate Partnership  
Doc. No.: 2353122

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of 04/07/2020.

ELIZABETH S. MALAND  
City Clerk

By /s/ Gil Sanchez  
Deputy City Clerk

Approved: 4/9/2020  
(date)

  
\_\_\_\_\_  
KEVIN L. FAULCONER, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
KEVIN L. FAULCONER, Mayor

Passed by the Council of The City of San Diego on APR 07 2020, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Barbara Bry	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jennifer Campbell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Ward	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monica Montgomery	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mark Kersey	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Cate	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scott Sherman	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vivian Moreno	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgette Gómez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage APR 09 2020

**(Please note: When a resolution is approved/unsigned by the Mayor, the date of final passage is the date the approved/unsigned resolution was returned to the Office of the City Clerk.)**

AUTHENTICATED BY:

KEVIN L. FAULCONER  
Mayor of The City of San Diego, California.

(Seal)

ELIZABETH S. MALAND  
City Clerk of The City of San Diego, California.

By Connie Patterson, Deputy  
for Stacy Ready

Office of the City Clerk, San Diego, California

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