



**City of San Diego**

# **Corporate Partnership Program (CPP)**

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**Presented by:**

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# Background

- **The City of San Diego Corporate Partnership Program develops mutually beneficial business arrangements between the City and organizations which generate non-tax revenue or new resources for the City and provides marketing benefits to the partners**



# Corporate Partnership Program

**The Corporate Partnership Program has the following objectives:**

- **To establish and guide relationships with existing and potential business partners who share the City's commitment to provide the highest quality civic environment in the City of San Diego**
- **To generate revenue to fund existing and additional facilities, projects, programs, and activities**
- **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**



# Overview

- **Current Market Conditions**
- **CPP Program Opportunities**
- **Status:**
  - **Request for Information (RFI)**
  - **Current Negotiations and Request for Sponsorships (RFS's)**
  - **Upcoming Request for Proposals (RFP) and RFS's.**



# Marketing Environment

- **Current market conditions**
- **Economic factors causing shift in spend**
- **Competition with private sector**
  - **Consumer marketing benefits**
  - **Public sector restrictions**
  - **Community input**

*The CPP goal is to provide a valuable partnership that addresses partner needs through.....*



# Program Opportunities

- **Updating and identifying City assets of interest to corporate sponsors by:**
  - **Working with City Departments to leverage assets and explore budget-relieving efforts**
  - **Working with Foundations and ConVis to explore leveraging assets in support of City programs**



# Networking

- **Reaching out to local and regional advertising agencies to be considered in menu of opportunities for corporate clients**
- **Establishing a national municipality sponsorship network to tap into public sector database and keep current with activities in our industry**



# Request for Information (RFI)

- **RFI was issued in 1<sup>st</sup> Quarter, 2011 and responses received by end of March, 2011.**
- **Follow up occurred in April 2011 with meetings offered to all responders.**
- **Met with four interested responders**
- **One company was identified for potential partnership opportunities**
- **Summary provided in report**



# Current Negotiations and Request for Sponsorships (RFS's) in Progress

- **Vehicles for Lifeguards**
- **Wireless**
- **Vending**
- **Strategic Marketing and Advertising Plan**
  - Mission Beach Pilot Program



# VEHICLES

- **Vehicles for Lifeguards**
  - **Currently in negotiation**
  - **Upon agreement of terms, goal is to present to Council prior to August recess**



# WIRELESS

- **Wireless Category**
  - **RFS issued May 24, 2011 with meetings conducted in June 2011**
  - **Final proposals to be received July 2011**
    - **Conducting follow-up meetings with top contender CY 3<sup>rd</sup> Quarter 2011**
    - **Expected resolution of terms CY 3<sup>rd</sup> Quarter 2011**
    - **Present to City Council for approval CY 4<sup>th</sup> Quarter 2011**



# VENDING

- **Vending**

**Current sponsorship expires November 2011**

- **RFS issued June 20, 2011**
- **Statements of Interest due end of July 2011**
- **Meetings with interested parties CY 3<sup>rd</sup> Quarter 2011**
- **Final proposals to be received September 2011**
  - **Conducting follow-up meetings with top contender CY 3<sup>rd</sup> Quarter 2011**
  - **Expected resolution of terms CY 4<sup>th</sup> Quarter 2011**
  - **Present to City Council for approval CY 1<sup>st</sup> Quarter 2012**



# **Beach Pilot Program Request for Sponsorship (RFS)**

## **Strategic Marketing and Advertising Plan (SMAP)**

- **Final opinion by CAO was issued on May 20, 2011**
- **RFS was issued end of June 2011**
- **Deadline for Statement of Interest is end of July 2011 for companies interested in exploring the potential to generate revenue through sponsorship of public service messages that will have a positive impact on the beach communities**



# Beach RFS parameters

- **The RFS reinforces that:**
  - **Signage must be appropriate, tasteful and discreet**
  - **Public service or safety message elements and program details will be available for public review and comment**
  - **Due to the unique opportunity, financial commitment to City is expected to exceed other City Partnership deals of a minimum annual fee of \$250,000 pending negotiated marketing rights and benefits.**



# Beach RFS Benefits

The RFS would offer the following benefits to partners within the following parameters:

**Public Service or Safety message: 85% of content**  
**Sponsor Logo ID: 15% of overall content signage**

- Signage on permanent/seasonal lifeguard stations and towers
- Inclusion in educational or public service programs that could involve product displays or tastings or activities
- Signage on walkway and beach furniture
- Signage on recycling and trash containers in selected areas
- The opportunity to market goods and/ or services to City employees



# Beach RFS Next Steps

- **Response by interested parties by end of July 2011**
- **Meetings with interested parties to develop proposals  
CY 3<sup>rd</sup> and 4<sup>th</sup> Quarter 2011**
- **Selection of top contender CY 1<sup>st</sup> Quarter 2012**
- **Present final proposal to City Council for approval in  
CY 2<sup>nd</sup> Quarter 2012**



# Upcoming RFP's and RFS

- **Credit Unions (RFS target date July 2011)**
- **Gasoline (RFP target date July 2011)**
- **Marketing Consultant (RFP target date Fall 2011)**



City of San Diego

**QUESTIONS?**



# **Contact Information**

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