

MIAMI BEACH CITYWIDE PROCEDURE	DATE ISSUED: May 2014	Page: 1 Of: 3	SEQUENCE NUMBER: CO.19.02
	DATE UPDATED: December 2018		
	SUBJECT: SPONSORSHIP, DONATIONS, AND ADVERTISING PROCEDURES		
	RESPONSIBLE DEPARTMENT: MARKETING & COMMUNICATION		

PURPOSE:

To standardize procedures as it relates to placement of advertising and acceptance of sponsorships, including in-kind and donations.

PROCEDURE:

The following constitutes the City's administrative procedure relating to sponsorships and advertising on City-owned property, or for products developed by, for or under contract with the City.

All advertising, sponsorships and donations must be vetted through the Marketing & Communications Department prior to acceptance. All sponsors, advertisers and donors must go through an internal background check to ensure they are a good fit to partner with the City.

ADVERTISING

Advertising guidelines for public rights-of-way, interiors spaces of City-owned buildings, and city publications.

- A. All advertising accepted for placement by the City, or by a contractor authorized by the City to accept advertising on behalf of the City, must comply with Federal, State, Miami Dade County, and existing City of Miami Beach laws, rules and regulations.
- B. Consistent with Resolution No. 2009-27142 the City, or a Contractor authorized by the City to accept advertising on behalf of the City, shall not accept for insertion any advertisement that falls within one or more of the following categories:
 1. Unlawful or illegal goods, services or activities
 2. Tobacco or tobacco-related products
 3. Firearms
 4. Sexual services, programs or products
 5. Political candidates or political issues
 6. Competitive products for any City of Miami Beach citywide exclusive sponsorship Agreement
 7. Advertising for alcoholic beverages within 250 feet of any school, day care or house of worship
 8. Any advertising that contains messages that are threatening, harassing, or discriminatory
 9. Any such additional category of advertising as the City may determine, as notified in writing to a contractor authorized by the City to place advertising on the public rights of-way
- C. Any such prohibited material displayed or placed shall be immediately removed by contractor upon notice from the City.
- D. All advertising transactions must be formalized with a contract.

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SPONSORSHIP, DONATION AND IN-KIND

Definitions

Sponsorship: A cash and/or in-kind fee paid to a property (typically in sports, arts, entertainment or causes) in return for access to the exploitable commercial potential associated with that property (*Definition provided by IEG*). Sponsorships could include cash purchases, budget relieving in-kind sponsorships, in-kind donations, or donations.

Asset: An asset is defined as any item or benefit that could be assigned a value and presented and sold to a sponsor as part of their sponsorship participation in conjunction with any City of Miami Beach event/facility/program. Assets include all trade for products and/or services with outside organizations,

In-Kind: An in-kind contribution is defined as a non-monetary contribution of goods or services offered free or at less than the usual charge. This can be in exchange for sponsorship/advertising rights or simply as a donation.

Donation: Donation is defined as a contribution to a public or charitable cause. Donations are given to meet specific needs of the organization, without the expectation of any public recognition to the business. This can be in the form of cash, products or services.

Sponsorship Valuation

All City of Miami Beach sponsorships must be evaluated based on industry standard pricing. The fair market value must be in line with investment/benefit correlation.

The City of Miami Beach Marketing & Communications Department will be responsible for approving the Asset Inventory, with assigned values, for use when selling City of Miami Beach sponsorships, including 3rd party selling.

All sponsorships must be approved and accepted by the Mayor and Commission.

3rd Party Sales Representatives; Including volunteers and committee members

When partnering with 3rd party sales representatives regarding sales of City of Miami Beach sponsorships, the 3rd party must adhere to the policies and procedures set forth by the City of Miami Beach.

A list of current and in-process City of Miami Beach sponsors may be provided to the 3rd party representative upon request. When soliciting sponsorships for any City of Miami Beach facility/program/event, the 3rd party representative may not act as competition to the City nor interfere with anyone on the current and in-process list of sponsors without authorization from City of Miami Beach Marketing & Communications Staff.

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Sponsorship contract process

All sponsorship transactions must be formalized with a contract.


Once a sponsorship package has been agreed to, Marketing & Communications Staff will draft a contract and send it to the City of Miami Beach Legal department for form approval. Once the contract has been form approved it will then be sent to the Sponsor for signature. The contract will then be sent to the City Manager for signature.

Once all sponsorships have been finalized, the Marketing & Communications Staff will draft a resolution to Commission for acceptance.

Donations Solicitation and Acceptance

All donations should be documented with a donation receipt, which will be supplied by the Marketing and Communications Department and approved by the Finance Department and shall be subject to City Commission acceptance.

All donations must be approved by the City Commission via Resolution and the donor must be in good standing in the community and vetted through the Marketing and Communications Department prior to acceptance.

Prepared by:


Director, Marketing & Communications

Reviewed by:


Internal Auditor



Chief of Staff



Chief Learning and Development Officer

Approved by:


City Manager

12/5/18

Date