

MIAMIBEACH CITYWIDE PROCEDURE	DATE ISSUED: MAY 2014	Page: 1 Of: 3	SEQUENCE NUMBER: TC.19.01
	DATE UPDATED:		
	SUBJECT: SPONSORSHIPS, DONATIONS, AND ADVERTISING PROCEDURE		
	RESPONSIBLE DEPARTMENT: TOURISM, CULTURE AND ECONOMIC DEVELOPMENT		

#### **PURPOSE:**

To standardize procedures as it relates to placement of advertising and acceptance of sponsorships 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.

#### **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 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.

#### **SPONSORSHIP**

##### **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

MIAMI BEACH CITYWIDE PROCEDURE	<b>DATE ISSUED:</b> MAY 2014 <b>DATE UPDATED:</b>	<b>Page:</b> 2 <b>Of:</b> 3	<b>SEQUENCE NUMBER:</b> TC.19.01
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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.

### **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 Tourism, Culture and Economic Development Department will be responsible for providing the Asset Inventory, with assigned values, for use when selling City of Miami Beach sponsorships, including 3<sup>rd</sup> party selling.

### **3<sup>rd</sup> Party Sales Representatives; Including volunteers and committee members**

When partnering with 3<sup>rd</sup> party sales representatives regarding sales of City of Miami Beach sponsorships, the 3<sup>rd</sup> 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 will be provided to the 3<sup>rd</sup> party representative. When soliciting sponsorships for any City of Miami Beach facility/program/event, the 3<sup>rd</sup> party representative may not contact anyone on the current and in-process list of sponsors without authorization from City of Miami Beach Tourism, Culture and Economic Development Staff.

### **Sponsor and Advertiser contract process**

All sponsorships and advertising sales must be formalized with a contract.


All donations should be documented with a donation receipt form and shall be subject to City Commission acceptance. All donations must be approved by the City Commission via Resolution.

Once a sponsorship or advertising package has been agreed to, Tourism, Culture and Economic Development 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/Advertiser for signature. The contract will then be sent to the City Manager for signature.

<b>MIAMI BEACH</b> CITYWIDE PROCEDURE	<b>DATE ISSUED:</b> MAY 2014 <b>DATE UPDATED:</b>	<b>Page:</b> 3 <b>Of:</b> 3	<b>SEQUENCE NUMBER:</b> TC.19.01
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Once all sponsorships and donations have been finalized for an event/program/facility, Tourism, Culture and Economic Development Staff or event manager will draft a resolution to Commission to accept the sponsorships and donations.


Prepared by:

  
Director, Tourism, Culture and Economic Development Department

Reviewed by:

  
Internal Auditor

Approved by:

  
City Manager

6/11/14  
Date