



## **Community Sponsorship Program Policy and Guidelines**

(August 2015)

The Port of Long Beach has an interest in partnering with local community groups to educate and inform them about Port projects and programs. Each year, the Harbor Department budgets part of its revenues for events that enhance and promote the Port's maritime and commercial interests. These budgeted sponsorships for promotional, marketing and community outreach opportunities are distinct from the Port's ongoing communications and educational outreach programs and are not to be awarded for capital or endowment purposes.

To ensure the proper and effective use of sponsorship dollars, the Board of Harbor Commissioners adopted policies and guidelines on how funds can be spent.

### **Sponsorship Budget**

The Board of Harbor Commissioners will set a sponsorship budget at the start of each fiscal year, October 1 through September 30. The Communications Division manages this budget.

### **Calls for Applications**

The Port will only accept sponsorship requests twice per year:

- September 1 – 30
- March 1 – 31

### **Application Procedures**

Individuals and organizations seeking a sponsorship must submit an online request using the Port of Long Beach Sponsorship Request Application found at <http://www.polb.com/sponsorship> only during the call for application periods (September 1 – 30 or March 1 – 31).

The applicant must clearly demonstrate how Port funds will:

- Support the Tidelands Trust and maritime-related initiatives or
- Provide meaningful education to the local community about the Port and international trade; or
- Provide an opportunity for extensive Port promotion and recognition.

All applications will be reviewed by the Communications Division and funds will be awarded by the Board of Harbor Commissioners. Applications must be completed in full with the required documentation before they will be considered by the Port.

### **Selection Criteria**

The Port may award sponsorships for events, activities, and projects that:

- Support the Tidelands Trust and maritime-related initiatives;
- Provide meaningful education to the local community about the Port and international trade; or
- Provide an opportunity for extensive Port promotion and recognition.

### **Restrictions**

Sponsorships will not be awarded to:

- Charitable organizations that have no direct relationship/benefit to the Port/maritime industry;
- Churches, schools, and religious organizations where Port funds may be used for religious purposes;
- For-profit entities;
- Individuals;
- Groups that discriminate on the basis of age, race, sex, sexual orientation or national origin;
- Groups with which the Harbor Department is currently in litigation;
- Political campaigns/parties; or
- Unions representing City of Long Beach employees.

### **Additional Application Information**

Requests for sponsorships cannot be initiated or submitted by a Port employee, board member, or City employee if he or she acts in decision-making capacity for the requesting organization.

Multiple requests from one organization within the same fiscal year will be considered for approval at the sole discretion of the Board of Harbor Commissioners.

### **Approval**

Sponsorships will be approved by the Long Beach Board of Harbor Commissioners and applicants will be notified within 45 days of the application closing date.

## **Disbursement of Funding**

Funds will be awarded by the Board of Harbor Commissioners after reviewing recommendations from Port staff and the Board's Sponsorship Advisory Committee.

Funds will be disbursed upon presentation of appropriate supporting documentation from applicants; however, 20 percent of the approved amount will be withheld until the completion of the event, project or program.

The remaining funds will be released when applicants submit documents demonstrating

- Completion of the event/program, including a brief summary of the event;
- Attendance numbers; and
- Demonstration of how the Port was recognized (photographs, copy of advertisements, event programs/booklets, social media posts, etc.).

## **Types of Sponsorships**

Port sponsorships may take a variety of forms including, but not limited, to:

- Purchasing of tickets, a table at a local event or sponsorship which includes combinations of tables, advertising, and on-site acknowledgement.
- In-kind assistance in the form of staff expertise, staff time, printing, photography, promotional items or other resources, as available and appropriate.
- Providing matching funds for a particular program or purpose.
- Participating in local community or business events at which the honoree is related to Port business as a customer, employee, or maritime industry leader.
- Hosting or sponsoring events/programs/conferences on topical issues, environmental concerns, trade trends, job opportunities or industry roundtables which serve to educate industry members and business groups regarding international trade or technical subjects.
- Support of educational or arts and cultural endeavors directly related to the Port and/or international trade curricula.
- Financial sponsorship of major community events intended to promote maritime tourism or the use of attractions on Port properties.

## **Questions?**

Please contact the Communications and Community Relations Division with any questions about the sponsorship application and process at (562) 283-7700.