



PWI APPROVED SPONSORSHIP POLICY
Number 2018-01
September 5, 2018

POLICY: SPONSORSHIP POLICY, GUIDELINES, AND APPROVAL PROCESS

PURPOSE: Partnership West, Inc. (PWI) sponsors a select number of events that strongly align with its mission and vision. For more information visit: www.partnershipwestinc.org. This policy describes the process of evaluating all sponsorship opportunities.

SCOPE: The PWI BID supports application requests for sponsorships of events and or projects from businesses and nonprofit community groups and organizations in the West Ward that benefit its Phase I an 2 boundaries. They are:

- **South Orange Avenue**, from Dover to Bergen Streets
- **Sanford Avenue**, from the Irvington to East Orange borders
- **18th Avenue**, from Sanford Avenue to Myrtle Street
- **Mt Vernon Place**, from Eder Terrace to Sanford Avenue
- **West Market Street** from East Orange border to Bergen Street
- **Central Avenue** from East Orange border (15th St.) to 3rd Street
- **Orange Street** from West Market Street to 3rd Street (into Central Ward)
- **Bergen Street** from West Market Street to South Orange Avenue
- **Park Avenue** from East Orange border to 3rd Street

POLICY STATEMENT: PWI receives numerous requests for support from various community and business groups and organizations in the form of events such as summer festivals, health fairs, and business networking events, advertisements in event programs, and other community outreach.

Sponsorship Levels:

- Sapphire: \$40 – \$60
- Ruby: \$100 - \$250
- Diamond: \$500 - \$1,000

All sponsorship requests must be reviewed and pre-approved via PWI's process. The Executive Director of PWI will make final sponsorship approval on all levels except Platinum; the Marketing Committee in collaboration with the Executive Director will make the final decision on Platinum level sponsorships.



SELECTION CRITERIA:

Sponsorship support will be considered for requests that meet at minimum *three* of the following criteria:

- 1) Economic impact to merchants located in the West Ward BIDs boundaries: The number of participating Ward businesses and type of participation of the businesses i.e. partnerships with merchants to drive event guests into businesses.
- 2) Marketing: Events that meet PWI's promotional needs. PWI must receive recognition of sponsorship through approved use of its logo in advertisements and other materials such as flyers, posters, banners, t-shirts, online acknowledgements, etc. hopefully resulting in positive exposure for PWI.
- 3) Foot Traffic: Event attendance that proves West Ward BID boundary corridors foot traffic increased due to the event.
- 4) Community Relations: Events that align with PWI's strategic plan that have the potential to raise awareness, build relationships and/or partnerships, that allow PWI to connect to its target audiences in order to create long term value.
- 5) Collaborative Relationships: Events for organizations that have collaborative relationships with PWI and/or support PWI's business and beautification initiatives.
- 6) Disclosures: Discloses the reputation of the requesting organization or business.
- 7) Does not create an ongoing dependency.

REQUEST LIMITATIONS:

PWI will not support the following:

- Request from individuals or individual endeavors
- Political, fraternal, or labor organizations/activities
- Religious activities that only support the congregation and are focused on religious activities. The designated event must be community wide and open to the public.
- Requests from organizations to support travel, general operating, or capital expenses
- Memorials, scholarships or endowments
- Events or projects outside of PWI's Phase 1 and 2 boundaries
- Requests from organizations to support field trips
- Requests and/or events or projects that don't improve the economic well-being of our corridor boundaries or positive brand image of the West Ward Business Improvement District and Partnership West, Inc.



REQUEST PROCESS:

Request for sponsorships are considered on a rolling basis. The requester is required to submit a sponsorship application 90 days prior to the event.

All requests for sponsorships must be submitted in writing to tf@partnershipwestinc.org with the following:

- A completed *Sponsorship Request Form*: and
- Sponsorship documents that provide a description of the event and expected attendance, breakdown of all sponsorship levels, and organizational benefit.

REVIEW AND APPROVAL PROCESS:

PWI’s Executive Director must approve the sponsorship requests with input by the Business Development Committee *when needed* before:

- 1) A commitment is made to sponsor any event or organization using PWI’s funds
- 2) Agreeing to attend an event as an official representative of PWI where there are no associated costs.
- 3) Before PWI’s name and/or logo can be used in any brochure, flyer, sign, program, banner, website or other printed or electronic media, the request must be approved by PWI’s Executive Director. In addition, the PWI logo is not to be altered or downloaded from its website or social media accounts. The official PWI logo will be provided once the Executive Director approves its use.

Due to the number of requests and limited availability of funds, a request may be denied even if it meets the selection criteria.

PWI Board President

Date

Marketing Committee Chair

Date

Business Development Committee Chair

Date
