Exclusive Wireless Partner for City of Phoenix Employees
Request for Sponsorship
Overview

The City of Phoenix Marketing Partnership Program is looking for a company to be the **Exclusive Wireless Partner for City of Phoenix employees, their families, and retirees.**

Until now, the major wireless carriers have had equal opportunity to market to city staff solely through email marketing. This new opportunity will create an exclusive partnership with one carrier, greatly expanding the opportunity to market to an even larger audience on several platforms. It will also optionally give you an opportunity to sponsor a citywide program which would greatly enhance your company’s role in the Phoenix community.

This mutually beneficial partnership will not only provide incentives for City of Phoenix staff, retirees and residents, but also will provide the city with a financial contribution to important community programs.

The city currently has three exclusive partnerships through its Marketing Partnership Program. These partnerships with the City of Phoenix have proven to be extremely beneficial to our partners, offering a sense of commitment to enhancing the community.

We hope you’re interested in becoming an Official Partner of the City of Phoenix!

Partnership Benefits

Below are the benefits your company will receive with this partnership opportunity, including some additional options to sponsor citywide programs that will provide much further recognition for your company.

- **Direct Email Marketing:** Your Company will be able to exclusively market to approximately 14,000 city employees through e-mail.

- **Posters and fliers:** Will be placed in highly visible locations, citywide, such as break rooms. These posters and fliers also will be displayed at monthly new employee orientations.

- **Direct Mail:** Your company also will have the ability to market to city employees, their families, and retirees through direct mail.
1-2 Page insert in Employee Benefits Guide (mailed to 22,000 people each October)

City postcard (mailed to 22,000)

Retiree newsletter (mailed to 3,000), posted online (audience of at least 8,000)

**Logo Presence:** Your company’s brand will be promoted in highly visible logo placement through the following channels:

- Inside Phoenix Homepage (internal website for 14,000 city staff)
- Inside Phoenix page – Your own page to highlight special offers
- City Connection article – Internal publication emailed to employees on a weekly basis.
- Benefits website – Visited by many city staff and retirees.
- phoenix.gov – Logo presence on the city’s website.

**In-Person Marketing Opportunities:** There are several ways your company can market to city staff and Phoenix residents. Here are a few examples:

- Fall open enrollment clinics -- Attended by approximately 7,000 people each fall at citywide locations.
- City Hall Atrium & other buildings
- Citywide holiday party (December)
- Hands and Hearts Fair (October)
• Earth Day Phoenix event (tentative)
• Food Day event (October)

Recycling donation bins in designated city areas:

![Cellular Phone Recycling Bin](image)

Your company also has the option to set up cell phone recycling bins in various high-traffic city locations, encouraging city staff and residents to recycle their old devices. The City of Phoenix is excited to partner with you to enhance our sustainability efforts.

Additional Partnership Opportunities

In addition to the benefits associated with being able to exclusively market to City of Phoenix employees and retirees, the city would also like to offer an opportunity to sponsor a program(s) to enhance the community. Below are examples which include suggested Marketing Rights Fees, indicating what the city believes to be the value of these programs. The city is open to reviewing and discussing all proposals at all levels of contribution. The city is also open to suggestions for other sponsorship ideas which may better align with the goals and initiatives of your organization.

*Job Seeking Partner for the City of Phoenix*

The City of Phoenix is committed to helping people find great jobs. The city’s webpage is a great resource for thousands of individuals seeking employment at the sixth largest city in the nation. As the city’s Job Seeking Partner, you would be part of a greater effort to help people find quality jobs, as well as raising your visibility in a variety of ways, including the following.

*Your logo on the following web pages:*

- phoenix.gov: 12 million annual visits
- Job pages: 500,000 annual visits
- Phoenix Works: 25,000 annual visits (Phoenix Public Library’s job resource webpage)
- Weekly email: 60,000 recipients

**Your logo at the Ocotillo Library & Workforce Literacy Center:**

Your company would also have a brand presence on signage at the Ocotillo Library and Workforce Literacy Center as well as on promotional fliers. The center is visited by approximately 100,000 people annually. Your company could also optionally co-host job assistance workshops at the library which are attended by approximately 5,000 people annually. These workshops cover a variety of topics such as résumé creation and how to interview for a job.

**Life Saving Partner for the City of Phoenix**

As the city’s Life Saving Partner, you would have the opportunity to enhance public safety while increasing your visibility to millions of individuals. Your company’s brand would be visible on existing Automated External Defibrillators citywide. These AEDs are located in highly visible public places throughout the city. An AED is a portable electronic device that automatically diagnoses potentially life threatening cardiac patterns and administers electrical therapy,
allowing the heart to reestablish an effective rhythm. Below are three partnership options. While you may choose any combination of options, the city of Phoenix believes that all three, together, are the best fit for the proposed partnership.

**Option 1: Enhanced visibility through AED signage**

This option will showcase the partnership in highly visible locations throughout the city. The city has approximately 265 *existing* AEDs which are visible and seen by members of the public and/or city staff. Of these, 173 of those are public facing and located in various places throughout the city, including Sky Harbor International Airport, Phoenix Convention Center, Symphony Hall, Herberger and Orpheum Theatres, golf courses, Maryvale Baseball Park, City Hall and many others. In all, the AEDs have a potential reach of 83 million people.

With this option, a self-adhesive plaque, measuring approximately 8 x 3 inches would appear on or next to the existing AED case. Those plaques would identify your company and its logo and read, “Saving Lives in Partnership with the City of Phoenix,” or other suggested wording.

**Option 2: Enhanced visibility through AED decals on city buildings**

*Below: Example of decal on door, reads “AED Inside”*

This option *greatly enhances public safety* while increasing the visibility your company. Approximately 265 AEDs are located in various buildings throughout the city. This option would place your company logo on public-facing doors or windows at many* of the buildings where AEDs are located. In addition to your logo, the decal would read “AED Inside – Saving Lives in Partnership with the City of Phoenix,” or other suggested wording.
In addition, this signage would increase public safety and survivability by letting members of the public quickly identify AED locations.

*This option would not apply to airport locations*

**Option 3: Increasing public safety by providing AED/First Aid training**

As our partner, you would work with the city to provide first aid/AED classes for staff and the public. Each month, the Phoenix Fire Department provides Community Education Classes about first aid and AED usage for members of the public. The city of Phoenix also provides these classes to staff members. The staff courses are extremely popular and have a waiting list.

As a life-saving partner, this designation would be identified in the following ways:

- Promotional materials
- Course materials (verbal and written)
- Signage at course location
- Signage on course materials used for demonstration (AED, other props)
- A representative of your company is welcome to attend courses and provide promotional materials

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**Official Partner of Phoenix Youth Sports**

Phoenix has an extensive youth sports program called Phoenix Plays, offering a baseball, soccer, basketball, flag football and more. The city has five large sports complexes and 12 gymnasiums. As the city’s Youth Sports Partner, your company’s logo would be highly visible to thousands of people through the following platforms:

- Your logo on all uniforms (approx. 18,000)
• Your logo on Phoenix Plays website and email and printed communication materials for players and their families
• Banners identifying your company at games, tournaments and facilities
• Your logo on scoreboards (25 total)
• Table setup at sporting events

**Fighting Graffiti with the City of Phoenix**

The city’s Graffiti Busters and Blight Busters programs are changing the Phoenix landscape and extremely popular with residents. Residents report graffiti or blight in their neighborhood seven days a week. City staff and volunteers are dispatched to paint over unsightly graffiti or to clean up blight.

As the city’s Graffiti Busting Partner, your company’s logo would appear on the city’s graffiti busting trucks and uniforms worn by staff and volunteers. Through this partnership, your company would make a recognized commitment to helping to keep Phoenix beautiful.

**Additional Partner Benefits**

In addition to the benefits listed above, the following partner benefits will apply to all of the sponsorships:

• Community recognition
• News conference to announce partnership
• City Council meeting recognition (televised & web streaming)
• Public Service Announcements on PHX TV, the city’s television channel which reaches more than 200,000 residents
• Other appearances on PHX TV
• Mayor/Council participation in partnership-related events
• Social Media to promote partnership and other partner news
• Citywide monthly newsletter distributed to more than 400,000 residents

Cost and Terms

❖ Marketing Rights Fee: Your company will pay an annual marketing rights fee which will provide financial support to the City’s general fund, which funds important city services and community initiatives such as police and fire protection, streets, parks, libraries, domestic violence prevention, after-school program, senior centers and much more. The amounts listed below reflect the value of each program. The city is willing to consider all suggested sponsorship amounts.

• Exclusive Wireless Partner for City of Phoenix employees: $75,000 annually

In addition to the wireless partnership, the city would like to offer the opportunity for you to sponsor one or more of the following programs at these rates:

• Job Seeking Sponsorship: $20,000 annually
• Life Saving Sponsorship:
  ▪ Option 1: $70,000
  ▪ Option 2: $65,000
  ▪ Option 3: $20,000
  ▪ All 3 Options (discounted rate): $130,000
• Youth Sports Sponsorship: $75,000 annually
• Graffiti Sponsorship: $60,000 annually

❖ Revenue Share: The City of Phoenix also is interested in any revenue sharing opportunities for current and future customers that your company is able to acquire through the City of Phoenix.
Revenue from cell phone recycling: The City of Phoenix is interested in receiving a portion of the revenues gained from devices that are recycled through City of Phoenix recycling bins.

Discounts for Staff

Term: The term of this agreement shall be for a three-year period, with options to renew annually for up to five years.

Process

(SEE REVISED DEADLINE BELOW)

Please submit your proposal via email or hard copy to the contact below no later than Monday, December 8, 2014 at 5 p.m. (Arizona time). The city will review all responses and select the partner that submits a proposal that, in the city’s sole discretion, best benefits the city and its programs. Primary consideration will be given for total revenue to the city and any other factors that add value to the Phoenix community through this partnership. The city has the right to negotiate with respondents.

Proposals shall include:

• Statement of Interest which indicates why you are interested in this sponsorship opportunity
• An indication of which sponsorship(s) you would like to obtain with specifications on which benefits you are interested in specific to each sponsorship
• Revenue proposals for each sponsorship
• Any other benefits, goods or services being offered to the city including those listed under “Cost and Terms”
• Any other sponsorship elements that you are interested in which are not listed in this Request for Sponsorship
• Your contact information
The City of Phoenix is excited to further discuss this partnership opportunity with you. If your company is interested in other elements of a successful partnership not mentioned here, and you would like to propose them, the city would love to hear from you.

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