



## **SPONSORSHIP POLICY**

### **PURPOSE**

- Set out the criteria and decision making process for the Birmingham Shopping District (BSD) in their role as sponsors of other organizations, events, or projects.
- Ensure fair, transparent sponsorship practices.

### **DEFINITIONS**

- Sponsor: An organization or individual, in this case, the BSD looking for marketing and community relations opportunities that support their brand, message, and/or goals.
- Sponsorship: A business relationship between the BSD (as the sponsor) and the sponsor-seeker where the sponsor provides money, products, or services to the sponsor-seeker in exchange for publicity and recognition.
- Sponsor-Seeker: An organization or individual seeking money, products, or services from the BSD to alleviate costs, diversify revenue, and, possibly, exhibit alignment with the BSD.

### **OVERVIEW**

As sponsors, the BSD may support the events, projects, programs and operations of other organizations within the terms outlined below. Using sponsorships as a marketing tool, the BSD seeks to promote their mission and brand of supporting a vibrant Downtown Birmingham experience for the community and visitors. Evaluation of sponsorship opportunities will be guided by the BSD's vision, core values and strategic plan.

#### Vision

Downtown Birmingham will be vibrant day and night with a variety and balance of friendly and world-class businesses in a well-maintained environment with signature events and activities growing the regional draw and local frequency.

#### Core Values

- Acting for the Collective Interest
- Engaging its stakeholders
- Sustainable
- Bringing a return on investment

#### Strategic Plan

- Increase Consumer Frequency
- Expand Regional Attraction
- Diversify and Balance Business Mix
- Improve Ease of Access
- Increase BSD Value
- Sustain Services

## **CRITERIA FOR EVALUATING SPONSORSHIP REQUESTS**

The BSD Board of Directors may consider sponsoring community events, programs and organizations either financially or in-kind upon request at a Board meeting based upon the following criteria:

- Matches or complements the BSD core values;
- Meets or helps to achieve one or more of the BSD's goals and objectives;
- Target audience is consistent with the BSD's marketing strategy;
- The event meets the BSD's event strategy;
- The program supports downtown businesses or the district as a whole;
- The BSD has both staffing and volunteer capacity to support the request;
- There is sufficient time to plan for and support the request;
- The BSD has an adequate annual budget to support the request;
- The requesting organization provides supporting evidence of need and accountability, ie: budget, community benefit or impact
- Priority will be given to local organizations;
- Only reputable individuals and organizations whose image, product, or services do not conflict with the BSD's mission or values may be considered;
- There is no obligation to accept any particular request.

## **REQUEST TIMEFRAME**

Requests will be considered twice per year by March and September.

## **RECOGNITION OF THE BSD**

The BSD shall be represented by name and/or logo in all promotions.

## **SPONSORSHIP MANAGEMENT**

- Sponsorships will be documented with a sponsorship contract between the BSD and the sponsor-seeker.
- Sponsor-seekers and sponsorships will be tracked in a database for reporting purposes.

## **FUNDING**

The BSD Board of Directors shall annually approve a Community Partnership budget line item within the Marketing & Advertising budget for sponsorships.

## **REVIEW, APPROVAL AND EVALUATION**

All sponsorship requests shall be reviewed by the Marketing & Advertising Committee, then approved by the BSD Board of Directors.

This policy shall be reviewed by the Executive Committee every two years. Recommended changes shall be presented to the board for approval. Revisions will be completed by the BSD Executive Director.

*Adopted December 9, 2023*