

## **Media and Community Relations Sponsorship Policy**

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*This application is designed to assist us in evaluating your request to become one of our strategic media or community partners.*

### **About the Northeast Ohio Regional Sewer District**

The mission of the Northeast Ohio Regional Sewer District (Sewer District) is: **Provide progressive sewage and stormwater management through innovation, fiscal responsibility, and community partnerships.**

Transparency, accountability, and environmental stewardship are core values that are essential to the attainment of our mission. Through strategic partnerships with a variety of organizations and schools, we outreach to our customers and the public. Our aim is to educate and inform letting them know who we are, what we do, how we manage resources and why what we do is vital to the health and vitality of our region.

### **About public-purpose expenditures**

The Sewer District Board of Trustees recognizes that public funds must be spent only for public purposes pursuant to Ohio law. The Sewer District's Policy for Public Purpose Expenditures (the Policy) establishes guidelines for certain categories of expenditures that meet the following requirements:

1. Directly relate to the Sewer District's core functions and strategic goals and objectives.
2. Required for the general good of ratepayers and citizens of the region.
3. Support the Sewer District's mission.
4. Promote the efficient and effective administration of its operations, programs, and employees.

The Policy is intended to comply with Ohio Auditor of State guidance on certain categories of expenditures set forth in the Policy. The complete policy is available at <http://www.neorsd.org/PublicPurpose>

## Criteria for consideration of your request

This application is designed to assist us in evaluating your request to become one of our strategic partners. All requests *will be required to meet at least two* of the following **criteria** to be considered:

1. **UNDERSTANDING:** Promote who we are, what we do, why it is important
2. **REINFORCEMENT:** Reinforce the requirements of our Combined Sewer Overflow consent decree to inform the public
3. **VALUES:** Reinforce the District core values
4. **STEWARDSHIP:** Encourage responsible water stewardship
5. **DEVELOPMENT:** Support staff professional development
6. **EMPLOYMENT:** Gain recognition as an employer or business partner of choice
7. **COMMUNITY:** Support neighborhood activities that promote economic development
8. **DIVERSITY:** Encourage diversity and inclusion
9. **CUSTOMER SERVICE:** Assist eligible customers in learning about cost-saving programs

## Key messages and Sewer District programs

There are several key messages and programs that the Sewer District currently promotes. Please consider these efforts when completing your form and developing your request:

1. **Keeping Our Great Lake Great:** Our key message makes our connection to water quality and the value of the lake as a resource to the region.
2. **Infrastructure Investments:** Inform customers about current construction related to sewer infrastructure and its environmental benefit.
3. **Pick Up Poop (PUP!):** Encourages responsible pet ownership and keeps the bacteria-laden dog poop from reaching local waterways and the sewer system.  
<http://dogscantflush.org>
4. **Pitch Those Pills:** Sponsors collection of unused pharmaceuticals for proper disposal (not in the toilet or poured down the drain). <http://www.neorsd.org/pitchthosepills>
5. **Bathroom Stall Tactics:** Reminds individuals to flush wisely.
6. **Cost Savings Programs:** Recruits eligible customers who need assistance in paying their sewer bill. <http://www.neorsd.org/save>
7. **Business Opportunity Program:** Recruits minority, female and small local businesses to become certified to bid on Sewer District contracts. <http://www.neorsd.org/opportunity>
8. **Career Opportunities:** Focuses on informing the public about careers in the water industry now and in the future. <http://www.neorsd.org/careers>
9. **Student Education:** Exposes students to the STEM (Science, Technical, Engineering and Mathematics) fields.
10. **Water Quality/Environment:** Focuses on the protection of our waterways, including local beaches, for the recreational, economic and health benefit to our region.  
<http://www.neorsd.org/about>
11. **Regional Stormwater Management Program and Credit Opportunities:** Educating the public about investments in stormwater management infrastructure and opportunities to reduce stormwater fees using on-site stormwater management best practices.

12. **Open House:** The Sewer District's annual signature event, which highlights its work. The 2017 Open House will be held on Saturday, September 16<sup>th</sup>.

For 2017, the Sewer District's outreach goals are outlined in the following PowerPoint presentation.

<http://www.slideshare.net/JenniferPilkeyElting/neorsd-community-and-media-relations-2017-partnerships-and-sponsorships-presentation>

## About the Northeast Ohio Regional Sewer District

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**Vision:** Be the environmental leader in enhancing quality of life in the region and protecting its water resources.

### Core Values:

- Environmental Stewardship
- Ethics, Honesty and Transparency
- Balanced and Informed Decision Making
- Customer Focus
- Progressive Culture
- Accountability
- Respect

Learn more about the Sewer District by visiting our web resources:

- <http://www.neorsd.org>
- <http://twitter.com/neorsd>
- <http://facebook.com/yoursewerdistrict>
- 2012-2016 Strategic Plan: <http://www.neorsd.org/strategy>
- Business Opportunity Program: <http://www.neorsd.org/opportunity>
- Savings programs: <http://www.neorsd.org/save>
- Making connections that keep our Great Lake great and our communities strong: A report <http://www.neorsd.org/community>
- Regional Stormwater Management Program: <http://www.neorsd.org/stormwater-watersheds.php>

## Instructions

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### Complete the application.

Please complete the application and return it to the Community and Media Relations team via e-mail at [outreach@neorsd.org](mailto:outreach@neorsd.org) Please 'Cc' Valeria Davis, NEORSD Administrative Assistant, at [davisv@neorsd.org](mailto:davisv@neorsd.org). In the 'Subject' of the e-mail, please include the name of the organization or fiscal agent. Our staff will review the application and contact you with the decision at the conclusion of the review period (See below). Please note that an incomplete media and sponsorship application will not be accepted. Also, vendors must be registered with the Sewer District.

### There are three submission and review deadlines.

- **First Submission and Review Period**
  - Submission – December 9, 2016 through February 3, 2017
  - Review – February 6, 2017 through February 17, 2017
  - NEORSD Notification to Applicants – February 20, 2017 through March 3, 2017

**Note: Any time-sensitive submissions (i.e. Events or opportunities that occur during the submission and review period) must be noted.**

**Second Submission and Review Period**

Submission – March 20, 2017 through April 14, 2017

Review – April 17, 2017 through April 28, 2017

NEORSD Notification to Applicants – May 1, 2017 through May 12, 2017

**Third (Final) Submission and Review Period (Contingent on whether there is available budget dollars)**

Submission – June 5, 2017 through July 14, 2017

Review – July 17, 2017 through July 28, 2017

NEORSD Notification to Applicants – July 31, 2017 through August 11, 2017

**IMPORTANT NOTE:** If the Sewer District requires alterations to the application, which includes lowering or increasing dollar amount and/or altering the benefits, the applicant will be asked to resubmit the application.

**What happens once a media buy and/or partnership have been approved?**

Applicant will be assigned a point person from the Community and Media Relations team.

The Sewer District Purchasing Department will issue a purchase order (PO) number and a recap form (see below). The PO number **MUST** be included on all invoices. This helps to expedite payment to the applicant. Please do not send invoices to the Sewer District prior to the issuance of the PO number.

**Use of Northeast Ohio Regional Sewer District Logo and Name**

Any use of the Sewer District logo or its name must be approved by the Sewer District prior to production of any promotional, outreach or marketing materials. This includes, but is not limited to, brochures, radio announcements, television announcements, digital advertisements, banners, fliers, etc.

**Report on your event outcome and deliverables are outlined in the recap form.**

The Sewer District will provide the applicant with a recap form, which highlights a) the components of the application, including Sewer District benefits, and b) requirements needed to be met by the applicant to demonstrate proof of performance. **The vendor shall provide status reports when requested by the District, demonstrating that the intent of the sponsorship is being met. The vendor shall also provide a final report to the District by the due date stated on the recap form. Failure to comply with all requirements may result in the denial of future sponsorship funding from the District.**

**Registration**

**IMPORTANT: PLEASE NOTE THAT ANY ORGANIZATION DOING BUSINESS WITH THE SEWER DISTRICT MUST BE A REGISTERED VENDOR. THE ORGANIZATION/FISCAL AGENT NAME LISTED ON THE APPLICATION MUST MATCH REGISTRATION NAME. REGISTRATION MUST BE COMPLETED PRIOR TO THE SUBMISSION OF THE APPLICATION.**

Registered vendors are highly encouraged to contact the Sewer District to determine if information is up to date. Please call the Sewer District Purchasing Department at 216-881-6600.

If organization/fiscal agent is NOT a registered vendor, the organization must register prior to submitting this application. Otherwise, the application will be considered incomplete. To register, log onto:

<http://www.neorsd.org/vendors.php>. Questions about the registration process can be directed to the NEORSD Purchasing Department at 216-881-6600.

**Questions?**

If you have any questions regarding the application or application process, please contact:

**Jeannie Smith**, Manager of Community and Media Relations, [smithjean@neorsd.org](mailto:smithjean@neorsd.org)

**Jennifer Elting**, Senior Public Information Specialist, [eltingj@neorsd.org](mailto:eltingj@neorsd.org)

**Jessica Shutty**, Community Relations Specialist, [shuttyj@neorsd.org](mailto:shuttyj@neorsd.org)

**Ebony Hood**, Community Relations Specialist, [hoode@neorsd.org](mailto:hoode@neorsd.org)

**Valeria Davis**, Administrative Assistant, [davisv@neorsd.org](mailto:davisv@neorsd.org)

As a reminder, all COMPLETED applications should be e-mailed to [outreach@neorsd.org](mailto:outreach@neorsd.org). Please 'Cc' Valeria Davis, Administrative Assistant, [davisv@neorsd.org](mailto:davisv@neorsd.org). Applications can be mailed to:

Communications and Community Relations (CCR)

NEORSD

Attn: Valeria Davis - Media and Community Relations Sponsorship Application

3900 Euclid Avenue

Cleveland, OH 44115

**Media and Community Relations Sponsorship Application**

DATE:

**ORGANIZATION INFORMATION**

Yes, I am a registered vendor. If your organization is using a fiscal agent, only the fiscal agent must be a registered vendor. Applicants using a fiscal agent, though, must complete the ORGANIZATION INFORMATION section, as well.

**ORGANIZATION NAME** (Must match organization's W-9):**ORGANIZATION NICKNAME, IF APPLICABLE** (i.e. For all media entities, nickname would include name of print publication or station's call letters):**ADDRESS:****CITY, STATE AND ZIP CODE:****PHONE:****CONTACT FOR ORGANIZATION:****E-MAIL ADDRESS:****PHONE:****ADDITIONAL CONTACTS, IF APPLICABLE** (Please include name, title, phone number and e-mail address):**FISCAL AGENT INFORMATION, IF APPLICABLE****NOTE: ALL PAYMENTS WILL BE SENT TO THE FISCAL AGENT.** Yes, I am a registered vendor.**FISCAL AGENT NAME** (Must match organization's W-9):**ADDRESS:****CITY, STATE AND ZIP CODE:****PHONE:****CONTACT FOR FISCAL AGENT:****EMAIL ADDRESS:****PHONE:**

**ADDITIONAL CONTACTS, if applicable (Please include name, title, phone number and e-mail address):**

**SUBMITTING REQUEST**

If you are submitting a funding request for more than one opportunity, please list each opportunity separately. For example, if a media vendor is submitting a request for an event sponsorship and a request for a weather sponsorship, the weather sponsorship request should be submitted under a separate 'Project Explanation' form. Vendor may use the application to provide the information below. However, instead, vendor may attach proposal to application, if preferred. It is imperative, though, that all information requested below is provided either via the application or proposal.

**PARTNERSHIP EXPLANATION:**

\_\_\_\_\_ EVENT SPONSORSHIP

*A one-time or annual event such as a community festival.*

\_\_\_\_\_ SCHOOL PROGRAM

*A school program which exposes students to STEM fields and/or water quality*

\_\_\_\_\_ PUBLIC EDUCATION

*Opportunities to cross-promote personal-responsibility efforts like our Healthy Home messaging Pick Up Poop! campaign, or Pitch Those Pills initiative.*

\_\_\_\_\_ MEDIA SPONSORSHIP

*A sponsorship request from a web, newspaper, television, or radio outlet.*

\_\_\_\_\_ OTHER *Please specify:*

- Name of Project.
- Purpose or goals of the project and the activities.
- Outline, in detail, how this partnership or media buy will meet the criteria on page 2.
- Intended Audience:
  - FOR MEDIA, please provide a detailed over of demographics of listeners, viewers, or readers. Please be as detailed as possible.
  - FOR EVENTS AND/OR SPONSORSHIPS, please provide demographics of attendees. Also, please provide an overview of the REACH (and what is this estimate based on). Please provide as much detail as possible.
- FOR EVENTS, anticipated attendance (and what is this estimate based on).
- FOR EVENTS, please include date, time and location, including address, of the event. NOTE: IF THE DATE AND TIME CHANGE, APPLICANT MUST NOTIFY THE SEWER DISTRICT ASAP.
- FOR EVENTS, how will the event be promoted? Please include media and methods that will be used, including social media. Attach supplementary materials if necessary.



- List, in detail, the benefits the Sewer District will receive if it provides funding (i.e. For Media Buys - # of spots, social media mentions, etc. and i.e. For sponsorships – bathroom stickers, inclusion in marketing materials, like fliers, etc.) Again, please be as detailed as possible. For example, if bathroom stickers are included in the proposal, please list number of bathroom stalls, and, if e-mails blasts and social media posts are included, please include number of followers, impressions, and the number of social media postings.
- INVESTMENT: Outline the requested financial investment.
- Please list any past Sewer District investments.
- Will the Sewer District be required to sign any documentation from applicant/fiscal agent? If yes, the document MUST be provided no more than three days after the application has been approved.

**OPEN HOUSE**

Would your organization like to be an exhibitor at the Open House on Saturday, September 16<sup>th</sup>?

Yes  or No

**FOR INTERNAL USE ONLY**

Assigned to:

Is this application approved? Yes  or No  If no, why?

If approved, please answer the following questions:

Does this application meet at least two of the following criteria?

1. \_\_\_\_\_ UNDERSTANDING: Help the public understand who we are and what we do and why it is important
2. \_\_\_\_\_ REINFORCEMENT: Reinforce the requirements of our Combined Sewer Overflow consent decree to inform the public
3. \_\_\_\_\_ VALUES: Reinforce the District core values
4. \_\_\_\_\_ STEWARDSHIP: Encourage responsible water stewardship
5. \_\_\_\_\_ DEVELOPMENT: Support staff professional development
6. \_\_\_\_\_ EMPLOYMENT: Gain recognition as an employer or business partner of choice
7. \_\_\_\_\_ COMMUNITY: Neighborhood activities that promote economic development
8. \_\_\_\_\_ DIVERSITY: Encourage diversity and inclusion
9. \_\_\_\_\_ CUSTOMER SERVICE: Assist customers in learning about cost-saving programs

How do the elements of the application meet the Sewer District’s Public Purpose?

How do the elements of the application meet the CCR Outreach and Education goals?

**Include a brief descriptive sentence of the application's elements (for Oracle):**

**Required requisition language:**

The vendor shall provide status reports when requested by the District, demonstrating that the intent of the sponsorship is being met. The vendor shall also provide a final report to the District by the due date stated on the recap form. Failure to comply with all requirements may result in the denial of future sponsorship funding from the District.

Any use of the Sewer District logo or its name must be approved by the Sewer District prior to production of any promotional, outreach or marketing materials. This includes, but is not limited to, brochures, radio announcement, television announcements, digital advertisements, banners, fliers, etc.

All invoices must include purchase order (PO) number.