

## **Port of Long Beach Community Sponsorship Program Policy**

(August 2023)

The Port of Long Beach (Port) has an interest in partnering with community groups to educate and inform the public 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 Long Beach Board of Harbor Commissioners (Board) has adopted this Policy (Sponsorship Policy) on how funds can be spent.

### **Sponsorship Budget**

The Board will set a sponsorship budget at the start of each fiscal year, October 1 through September 30. The Port's Communications and Community Relations Division (Communications Division) manages this budget.

### **Three Yearly Call Periods for Applications**

The Port accepts sponsorship requests three times per year during the following call periods:

- September 1 – 30
  - Sponsored events or programs for the September sponsorship call should take place between December 1 and March 31.
- January 1 –31
  - Sponsored events or programs for the January sponsorship call should take place between April 1 and July 30.
- May 1 – 31
  - Sponsored events or programs for the May sponsorship call should take place between August 1 and November 30.

### **Application Procedures**

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> during the call for application periods (September 1 – 30, January 1-31, or May 1 – 31). All applications will be

reviewed by the Communications Division, considered by the Board's Sponsorship Standing Subcommittee, and the final sponsorships will be awarded by the Board. Applications must be completed in full with the required documentation before they will be considered by the Port.

### **Selection Criteria**

The applicant must clearly demonstrate how Port funds will be used to:

- Support the Tidelands Trust and maritime-related initiatives;
- Help inform and educate the public about the Port of Long Beach;
- Promote the Port's maritime and commercial interest and development;
- Stimulate waterborne commerce and navigation; and/or
- Promote the Statewide public's enjoyment and recreational use of the public trust tide and submerged lands in the Long Beach Harbor District.

### **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 when 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;
- Unions representing City of Long Beach employees;
- City of Long Beach Council Member, Council District Office, Mayor, or other elected officials;
- Any parties that are ineligible under the City of Long Beach's Legislative Procedures Policy; or
- At the sole discretion of the Board, any organization who violates the Sponsorship Policy.

### **Additional Application Information**

Requests for sponsorships cannot be initiated or submitted by a City employee if he or she acts in a decision-making capacity regarding Port sponsorships, Port employee, Board member, Long Beach city council member or district office, the Mayor, or other elected official.

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

Any sponsorship awarded to a Long Beach City Department will require the recipient City Department to execute a Memorandum of Understanding with the Port. Non-City Department sponsorship recipients of awards in the amount of \$10,000 or greater shall be required to execute a Sponsorship Agreement with the Port.

### **Approval**

Sponsorships should be approved by the Board and applicants should be notified of approval by the Communications Division within 60 days of the application closing date.

### **Exception for Applications Outside of Advertised Call Periods**

A request for a sponsorship outside of the three advertised call periods must be approved by the Board at a public Board meeting and the applicant may be asked to attend the Board meeting to answer any questions. Requests for sponsorships outside the advertised call periods are at the discretion of the Board and are contingent upon timing and available funds in the sponsorship budget; approval is not guaranteed.

Being awarded a sponsorship outside of the three advertised call periods is a rare exception. Failure to complete the application timely or lack of planning are not satisfactory reasons for seeking an exception to the standard sponsorship application process. There must be sufficient time between Board approval and the sponsored event to ensure the Port receives the promotional benefits as required by the Public Trust Doctrine.

### **Disbursement of Funding**

Funds will be awarded by the Board after reviewing recommendations from Port staff and the Board's standing Sponsorship Subcommittee. Funds will only be payable to the sponsorship applicant and/or designated fiscal agent.

No earlier than 60 days prior to the sponsored event date, the initial 80 percent of sponsorship funds will be disbursed upon presentation of the following supporting documentation from applicants:

- Invoice;
- W-9 Form; and
- Proof of promotion of the Port of Long Beach.

The remaining 20 percent of funds will be disbursed upon completion of the sponsored event/program and the Port's receipt and approval of documents from the applicant demonstrating the following:

- 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.).

### **Unforeseen Circumstances**

The award of sponsorship funds from the Harbor Department Revenue Fund is limited by the constitutional prohibition against the gift of public funds, and by the Public Trust Doctrine which requires that Port sponsorship funds be used to promote the Port’s maritime and commercial interests through advertisement of the Port. If, due to unforeseen and unavoidable circumstances outside the reasonable control of the sponsorship recipient (“unforeseen circumstance”), the sponsorship recipient seeks to postpone or re-imagine the sponsored event, the recipient must promptly notify the Communications Division to seek approval of such change.

Upon approval from the Communications Division, the recipient may retain previously issued Port funds to use for the postponed event, in which case the recipient cannot apply for a second Port sponsorship for the postponed event. To retain the sponsorship funds, the recipient must notify the Communications Division of the new event date within 6 months of the original event date and the postponed event must occur within one year of the original event date. If recipient fails to meet either of the aforementioned requirements, the recipient must return the sponsorship funds to the Port.

The Port may continue to sponsor events that must be re-imagined due to an unforeseen circumstance provided that the re-imagined event still presents the opportunity for proper advertisement of the Port. To obtain approval of a re-imagined event, the recipient must submit a written advertising and marketing plan that outlines the promotional benefits to the Port and demonstrates that the advertising benefits for the re-imagined event are equivalent to the benefits offered for the original sponsorship award.

### **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.

Applicants may view a list of sponsorships from past sponsorship calls on the Port's website at <http://www.polb.com>.

### **Questions?**

Please contact the Communications Division with any questions about the sponsorship application and process at [sponsorship@polb.com](mailto:sponsorship@polb.com) or (562) 283-7700.