

**EXPLANATION OF CONSENT AGENDA ITEM E.2.c.(9) – June 22, 2016**

**ITEM:**

Consideration of approving POL-2016-001-COM-3, Sponsorship Policy and Process. The Policy has been reviewed and approved by the Port Attorney and General Counsel. (Harvey/Langley)

**EXPLANATION:**

This policy has been created to provide criteria and a process for consideration of sponsorships (both Community Event Sponsorships and Table Sponsorships) in support of events and activities promoting and advertising Port Canaveral and its facilities. Sponsorship may be provided through funding and/or CPA services. The policy provides for establishing an annual budget for sponsorships, timing for submittal of sponsorship requests, and evaluation criteria.

Community Event Sponsorships will be reviewed by a staff advisory committee with recommendations made to the Chief Executive Officer/Port Director for the appropriate funding support. The advisory committee shall consist of a staff representative from Finance, Communications, Recreation, Human Resources and one member from either Cruise or Cargo. A member of the Executive staff will serve as chair.

The new policy will replace policy #2010-01.

**STAFF RECOMMENDS APPROVAL**

**Prepared by *Craig Langley***

<p align="center"><b>POLICY</b></p> <p>Number: POL-2016-001-COM-3</p>	 <p align="center"><b>CANAVERAL</b> PORT AUTHORITY</p>	<p><b>Effective:</b> October 1, 2016</p>
<p><b>Section:</b> How We Work</p>	<p align="center"><b>Sponsorship Policy and Process</b></p>	<p>Revision 0, supersedes all previous documents</p>

**I. PURPOSE**

To provide criteria and a process for consideration of sponsorships in support of events and activities promoting and advertising Port Canaveral and its facilities.

Pursuant to the Canaveral Port Authority Charter, Canaveral Port Authority (CPA) is authorized to make rules and regulations for the promotion of navigation, commerce, and industry in the Port District. To support and carry out its mission, CPA sponsors community events and activities conducted by a variety of civic, non-profit, business and governmental organizations.

**II. POLICY**

A. Sponsorships are of two types:

1. Community Event Sponsorships: CPA provides funding and/or services for events that promote one or more of CPA’s mission areas, with an emphasis on promoting, advertising and educating the public about Port Canaveral and its facilities.
2. Table Sponsorships: CPA purchases a table or seats and/or provides services in support of regional, community, non-profit and civic events, where the presence of members of the Board of Commissioners and/or CPA representatives directly support one or more of CPA’s mission areas or fosters relationships with stakeholders.

B. CPA services include but are not limited to: waiving all or portion of permit fees for the use of CPA property or facilities, in accordance with the Special Events Policy; the cost of providing Port personnel to prepare, coordinate, conduct and evaluate an event; and providing Port equipment for an event.

C. CPA will provide funding for sponsorships in its annual budget.

D. An advisory committee of Port staff will review applications and make recommendations to the Chief Executive Officer/Port Director for the appropriate funding support. The advisory committee shall consist of a staff representative from Finance, Communications, Recreation, Human Resources and one representative from either Cruise or Cargo. A member of the Executive staff will serve as chair.

**III. PROCESS**

A. Procedures and Criteria – Table Sponsorships

1. Table sponsorship requests may be submitted to the Senior Director of Communications and Community Affairs.
2. Table sponsorship requests may be submitted at any time prior to the event.

3. Table sponsorships will be evaluated by the Senior Director of Communications and Community Affairs, subject to final approval by the Chief Executive Officer/Port Director.
  4. Table sponsorship requests will be evaluated on the relevance of the event to one or more of CPA mission areas, consistency with the Canaveral Port Authority Charter and laws of the State of Florida, the nature and number of other Table Sponsorships events already committed to or contemplated for approval, the budget for Table Sponsorships, and prior experience with the event.
- B. Procedures and Criteria – Community Event Sponsorships
1. Sponsorship requests shall only be accepted during the following times each year:
    - a. September 1 – 30
    - b. March 1 – 31
  2. To be eligible for a sponsorship, a Community Event Sponsorship should occur on CPA property. If a proposed event will not occur on CPA property, the applicant must show how the proposed event meets the criteria set for in Item 3 below.
  3. Community Event Sponsorships will be evaluated using the following criteria:
    - a. Ability of the event to address one or more of the following community engagement and education areas:
      - (i) Provide CPA with opportunities to educate the public and its stakeholders, promote one or more of its mission areas, and attract attention to future economic activities and opportunities on CPA property;
      - (ii) Promotes and supports the Port’s maritime industry and regional commerce;
      - (iii) Fosters educational advancement and public awareness of maritime industry;
      - (iv) Fosters relationships between CPA and its stakeholders in the region and community;
    - b. Number of people the event will attract to the Port considering the area utilized, the nature of the event and the affected community;
    - c. Ability and methods used to measure the event’s attendance and support;
    - d. Percentage of the event’s budget that is being required from CPA including both funding and services;
    - e. Documented past and expected future economic impact and financial return to CPA;
    - f. Expected promotional and/or marketing value of the event for CPA through attendee participation, event promotion and media coverage; and
    - g. Projected impacts of the event on tenant businesses and the surrounding community, including displacement of parking, traffic, and pedestrian circulation, as well as, noise and concessions that will compete with tenant businesses.
  4. Community Event Sponsorships applications will be reviewed and evaluated using the following process:

- a. The Advisory Committee will review each application and prepare recommendations for funding and/or CPA services for consideration by the Chief Executive Officer/Port Director.
  - b. Applicants will be notified of the Chief Executive Officer/Port Director final decision within 60 days of the application closing date(s).
- C. Restrictions
- 1. Sponsorship requests will not be accepted and funds will not be awarded to applicants falling under one or more of the following exclusions:
    - a. Charitable organizations that have no direct or indirect relationship or benefit to the Port, maritime industry, or the Port District community;
    - b. Groups that discriminate or promote hate based on age, race, sex, sexual orientation, or national origin;
    - c. Groups in litigation with the Canaveral Port Authority;
    - d. Political campaigns, parties, and/or any other affiliations related to public office.
  - D. Notwithstanding the above, each Commissioner shall have the authority by letter to the Chief Executive Officer/Port Director, to waive up to a total of \$1,500.00 in fees annually for any event or events on the Port, in response to such request.

IV. **APPLICABILITY:** This policy applies to all Canaveral Port Authority employees, except as may be otherwise specifically established by a written agreement signed by the Canaveral Port Authority Chief Executive Officer/Port Director.

V. **REFERENCES**

- A. Article IV, Section 10, Canaveral Port District Charter
- B. Section 315.031, Florida Statutes
- C. POL-2016-001-REC-3, Special Events and Facilities Use Policy and Process

VI. **EXCEPTIONS:** Exceptions to this policy require the prior approval of the Senior Director, Communications & Community Affairs and the Chief Executive Officer/Port Director or his/her designee.

VII. **RESPONSIBILITY:** Communications & Community Affairs has the responsibility for maintaining and updating this policy.

**\*Approval Page**

Name	Title	Signature	Date
Rosalind Harvey	Senior Director, Communications & Community Affairs (Document Creator)		
Jim Dubea	Deputy Executive Director, Government and Strategic Partnership (Functional Area Director)		
Craig Langley	General Counsel		
George P. Kistner III	Records Manager		
John W. Murray	Canaveral Port Authority Director/CEO		
Jerry W. Allender	Canaveral Port Authority Commission Chairman		

\*If anyone is a part of review process multiple times, a second signature is not required

## Revision History Page

Revision	Effective Date	Changes Made <small>(initial release, *minor amendment, revision, policy review w/change, **policy review w/o change)</small>	Briefly explain the purpose/reason for revision
0	Month Day, Year	Initial Release	Creation Of Document

\* If change is minor amendment, then only the Records Manager is required to review and sign.  
 Minor Amendment: **Any change to an existing document that is limited to a clerical or grammatical change or correction that does not change the intent, scope, application or meaning of the document.**

\*\*If no change to policy, Records Manager is required to verify and sign.

Records Manager	Date

