



**BROWARD COUNTY
ADVANTAGE MARKETING
PROGRAM**

*Standards for building revenue-based and other creative
marketing opportunities*

Office of Public Communications
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I. PURPOSE

The purpose of the Advantage Marketing Program is to encourage the use of traditional and non-traditional revenue-based opportunities and other creative marketing strategies to generate new revenues, enhance services, offset program costs, and enhance and expand educational outreach through relationships with private sector entities, not-for-profit organizations or other governments; and to set standards for implementation that protect the County's image and ensure an equitable exchange of promotional value. The Advantage Marketing Program's advertising and naming rights opportunities are not intended to provide a general public forum for purposes of communication, but rather to make use of County property held in a proprietary capacity in order to generate revenue for the County or obtain other good and valuable consideration.

II. OVERVIEW

Broward County is among a growing number of local governments looking to keep up with growing service demands in an environment that is experiencing reduced funding in most areas of the budget. The goal of this Advantage Marketing Program is to leverage County assets and property to generate revenue, offset program costs, create new programs and enhance and expand educational outreach.

The Advantage Marketing Program seeks to encourage the development of non-traditional marketing opportunities through the use of co-sponsors, private sector partnerships, naming rights, and other revenue-based marketing opportunities. Broward County benefits through increased revenues or reduced costs and marketing entities benefit from expanded exposure of their brand to the residents and visitors of Broward County as they use County facilities and services.

Successful marketing partnerships will take into consideration Broward County's unique cultural and diverse environment, community values and the desire to maintain the integrity of County government in the use of County facilities, services and programs.

III. GLOSSARY OF TERMS

The words and phrases defined in this section, wherever used in this Advantage Marketing Program ("Program"), shall have the meanings indicated below unless the context requires a different meaning:

Advertisement: "Advertisement," and any of its variants, and "advertising display" means the depiction or presentation on a sign, personal property, bench, fixed device or structure, publication, or electronic media of any name, work,

statement, message, drawing, picture, painting, mark, motto, symbol or figure for the purpose of calling attention to a business, trade, organization or activity or inducing directly or indirectly, the purchase or use of any specific item of commerce or trade.

Agency: “Agency” refers to any Broward County Office, Department, or Division under the jurisdiction of the Broward County Board of County Commissioners.

Board: “Board” refers to the Broward County Board of County Commissioners.

Co-Sponsorships: “Co-sponsorships” are funds, products, or services provided by a company, entity, or individual in consideration of the opportunity for the company, entity or individual to promote its name, product or service in conjunction with an event, program, venue, facility or activity.

Donations: “Donations” refer to contributions of cash, real property, tangible or intangible property, or other services where no direct benefit is derived by the donor.

In-Kind Exchange: “In-kind exchange” refers to any contribution by Broward County, a private sector entity or not-for-profit entity that is not cash or monetary in form and is exchanged as part of a sponsorship agreement or other arrangement as provided herein. In-kind exchanges can include, but are not limited to, employee labor, use of a facility, or use of services and equipment.

Market-Based Revenue Opportunities: “Market-based revenue opportunities” are initiatives by Broward County government to realize new revenues, defray existing costs or to improve public services through relationships with private sector entities, other governmental entities or not-for-profit organizations.

Naming Rights: “Naming Rights” and any of its variants means public recognition in a form and manner determined by the Board in exchange for contributions of money, equipment, facilities, materials or other goods or services, or the giving of other forms of consideration.

Solicitation: “Solicitation” is meant to include any activity by a County employee or representative on behalf of Broward County undertaken to realize a monetary or in-kind benefit for the County.

IV. ADVANTAGE MARKETING PROGRAM

A. GENERAL

1. The Advantage Marketing Program is hereby established to encourage the use of revenue-based and other creative marketing strategies to generate new revenues, enhance services, offset program costs, and expand and enhance educational outreach through relationships with public/private sector entities, not-for-profit organizations, or individuals; and to set standards for implementation that protect the County's image and ensure an equitable exchange of promotional value.
2. The Board reserves the right to suspend, modify, or revoke the application of any or all of the Program's policies promulgated herein as it deems necessary to comply with all applicable federal, state and local laws, to accommodate its primary responsibilities and to fulfill its goals and objectives.
3. In order to realize the maximum benefit, this Advantage Marketing Program must be managed in a manner which will not discourage the use of County facilities, amenities or educational materials and will not diminish the County's reputation in the community it serves or the goodwill of its patrons, and is consistent with the County's principal purpose of providing exceptional services and facilities essential to the quality of life in Broward County.

4. Exemptions

- a. All Broward County agencies must comply with the policies set forth in this Advantage Marketing Program with the following exceptions:
 - The Broward County Greater Fort Lauderdale Convention & Visitors Bureau's activities are conducted in accordance with Chapter 29 of the Broward County Administrative Code and are therefore exempt from this Advantage Marketing Program.
 - The Aviation Department and Port Everglades Department are exempt from the Advertising and Co-sponsorship sections of this Advantage Marketing Program as their activities are in accordance with Section 16.2 of the Broward County Administrative Code, federal regulations, and in partnership with the Greater Fort Lauderdale Convention & Visitors Bureau.

- b. All advertising, advertising displays, and naming rights shall follow the guidelines as defined in this Advantage Marketing Program with the following exceptions:
 - It is not the intent of this Advantage Marketing Program to supersede County’s existing contractual agreements.
 - It is not the intent of this Advantage Marketing Program to apply the prohibitions for paid advertising and naming rights as established herein, to exhibits or exhibitions in County facilities that are cultural in nature.
- c. There are no Broward County agencies exempt from the naming rights provisions of the Advantage Marketing Program.

B. ADVERTISING

1. General

County agencies may, subject to the approval of the Board or the authority outlined herein, enter into agreements for selling the placement of advertising or advertising displays as described herein, within or upon County facilities or property, including parks and buses, on County owned land, in printed publications, electronic media, such as a web site, and other outdoor outlets.

The advertising opportunities are not intended to provide a general public forum for purposes of communication, but rather to make use of County property held in a proprietary capacity in order to generate revenue or obtain other good and valuable consideration for the County.

Advertising rights may also be granted as a means to solicit event or program co-sponsorships in exchange for cash, equipment, supplies, services, or other valuable consideration.

2. Advertising Placement

- a. Advertisements shall be placed in such a manner as to not impede the safety and convenience of the County’s residents and visitors and be in accordance with all applicable municipal and County codes and zoning laws.
- b. The County, in its discretion, may advertise within the County system for the purpose of promoting its own business, alone or in conjunction with other businesses or entities.

- c. County agencies may give recognition to businesses and other community groups providing assistance or financial support for public programs and services. This recognition may include, but is not limited to, temporary or permanent signage on County property.
- d. Advertising or advertising displays for the purpose of generating revenue shall be prohibited in County owned natural or environmentally sensitive areas. Signage for naming rights is permissible.

3. Endorsements

No advertisement or commercial message shall suggest endorsement by or association with the County, unless specifically approved by the Board. An advertisement in a County publication, on the County's web site, in a County facility, on County property, or the County's sponsorship of an event does not constitute endorsement of any company, product or service by the County or its officers or employees. The County may choose to add or include the words "No advertisement shall suggest endorsement by or association with Broward County" or "A paid advertisement" may be added to any commercial messages or advertisements that, in the sole opinion of the County, might be confused with editorial matter.

4. Prohibitions When Selling Advertising or Naming Rights

The County prohibits the selling of advertising or naming rights as provided below for the following reasons:

- 1) The County believes the listed prohibitions will maximize advertising revenue;
- 2) The County desires to maintain a position of neutrality on various subject matters, including political and religious issues, and desires to avoid even the appearance of non-neutrality; and
- 3) The County believes that without the listed restrictions, residents and visitors, such as those riding on a bus or gathering in other public venues, could be subject to violence.

The sale of advertisements or naming rights that are associated with the following shall be prohibited:

- Tobacco. Advertisements or naming rights associated with or which may be associated with cigars, cigarettes, pipe tobacco, chewing tobacco, and other tobacco products.

- Alcohol. Advertisements or naming rights associated with or which may be associated with alcoholic beverages including, but not limited to, beer, wine, and distilled spirits. When a special event permit has been obtained that permits the sale of beer, wine or liquor, signage to identify the vendor(s) location(s) and product(s) is permitted.
- Human Reproduction/Sexuality. Advertisements or naming rights associated with or which may be associated with products or services related to human reproduction, sexuality, or sexual stimulation, including but not limited to contraceptive products or services, other products or services related to sexual hygiene and counseling with regard to pregnancy, abortion, or other sexual matters or entertainment directed to sexual stimulation.
- Religion. Advertisements containing any express religious content; however, advertisements by religious entities promoting a commercial event or activity, such as a fair are permitted. Naming rights associated with or which may be associated with a religious organization are prohibited.
- Political. Advertisements or naming rights associated with or which may appear to be associated with political organizations, the advertisement for political offices or advocate a political viewpoint on an issue.
- Demeaning or disparaging words. Advertisements or names containing words that demean or disparage an individual or group of individuals on the basis of race, color, religion, national origin, ancestry, gender, gender identity or expression, pregnancy, age, disability, ethnicity, or sexual orientation.
- Profanity. Advertisements or names containing profane language.
- Firearms. Advertisements or names containing an image or depiction of a firearm.
- Violence. Advertisements or names containing an image or description of graphic violence or the depiction of weapons or other implements or devices associated with an act(s) of violence or harm to a person or animal.

- Unlawful goods or services. Advertisements or naming rights which promote or encourage, or appear to promote or encourage, unlawful or illegal goods or services.
- Unlawful conduct. Advertisements or naming rights which promote or encourage, or appear to promote or encourage, unlawful or illegal behavior or activities.
- Obscenity or Nudity. Advertisements or naming rights which contain obscene material or imply or appear to imply, or promote or appear to promote nudity. For purposes of these guidelines, the terms “obscene” and “nudity” shall have the meanings contained in Florida Statutes, as may be amended from time to time.
- Endorsement. Advertisements or naming rights which imply or declare an endorsement by a County agency or the Board without the prior written authorization of the Board.
- “Adult”-oriented goods or services. Advertisements or naming rights which promote or encourage, or appear to promote or encourage, adult book stores, nude dance clubs, and other adult entertainment establishments, adult telephone services, adult Internet sites, and escort services.
- Potential Danger. Advertisements or naming rights which contain the word “stop,” “drive,” “danger” or any other word, phrase, symbol, lighting, or any devices or any components thereof, or character likely to interfere with or mislead pedestrian or vehicular traffic.

5. Advertising in Publications

Brochures, magazines, flyers, booklets and other printed documents produced by Broward County may contain advertising or promote a sponsor of the printed document to offset the costs of the publication. All advertising shall be in accordance with the advertising standards and guidelines listed herein.

The size and quantity of advertisements contained within a publication should be in proportion to the size of the publication, shall not diminish the purpose of the publication or hinder the reader’s ability to determine that the publication is a service of the Broward County Board of County Commissioners.

6. Web Site Advertising

The Broward County web site (www.broward.org and related servers) represents the Broward County Board of County Commissioners and all agencies under its jurisdiction. If the County desires to sell advertisements on its web site in the future, the sale of advertisements must be coordinated through a centralized program that encompasses the entire web site. A web site advertising program shall be approved by the Board and managed by the Office of Public Communications.

7. Event Advertising

There may be occasions where it is in the best interest of the County to allow an entity holding an event within the County to advertise the event consistent with the advertising guidelines in this Program, without payment of any fees for said advertisement, subject to approval of the applicable Director of the County agency or designee. The entity shall make a request for advertising opportunities, in writing, to the County agency Director or designee. The entity will be responsible for the cost of installing, repairing, or replacing the advertisement. The County agency Director shall establish the amount of advertising, placement and duration based upon the type, size of the event, and the projected attendance.

8. Public Service Announcements

Public Service Announcements will be permissible when all efforts to generate revenue through paid advertising have been exhausted and space is available. Public Service Announcements will be limited to those which promote a public purpose by enhancing or promoting a county program or service; support a stated County Commission goal; or support another governmental entity's program or services.

9. Advertising Agreements

a. Approval

- Contractual agreements for the sale of advertising require Board approval. All agreements will be reviewed by the County Attorney's Office for form and inclusion of required contract language including, but not limited to, liability and indemnification.

- Advertising agreements may establish an advertising program and delegate authority to a Division Director, the Purchasing Director or the County Administrator for the on-going administration of the program including, but not limited to, approval of form agreements for various levels of award authority.

For example, the Parks and Recreation Division may want to establish an advertising program that permits the sale of banner advertising in County Parks. The contractual agreement for the banner advertising program must be approved by the Board. The banner advertising program would establish the procedures for the on-going implementation of the program such as delegating authority for approval of individual agreements or a standard form agreement for the on-going sale of banner advertising at established rates.

- In the event there is any question as to whether an advertisement meets the guidelines of this Advantage Marketing Program, the Agreement's Contract Administrator shall review the advertisement with the Director of the Office of Public Communications to ensure consistent application of the guidelines.

b. Liability

All advertising agreements shall address the liability to the advertiser resulting from advertisements, including the content (which includes text, photographs, representations, illustrations, sketches, maps, labels, trademarks or other copyrighted material), and the placement, installation and maintenance (including the actions to be taken in cases of graffiti, damage or defacement) of advertisements printed or placed in or on County property.

In the event the advertiser retains an advertising agency, the advertising agency and the advertiser shall be jointly liable to the County under the terms of any advertising agreement between the advertiser and the County.

In the event damage should occur to a vehicle, facility or property that displays an advertiser's or sponsor's graphic, logo or message, it will be the responsibility of the advertiser or sponsor to repair the damage to the satisfaction of the County

and to provide a replacement advertisement unless otherwise specified in the agreement.

10. Appeals

Any person or advertiser who wishes to appeal a decision by the County denying the placement of a paid advertisement or to file a complaint concerning this Program, shall submit such appeal or complaint, in writing, to the County Administrator's Office. The County Administrator or designee shall review the appeal or complaint and take such action, as deemed appropriate to resolve or decide the dispute. Such action or decision shall be consistent with the provisions of this Program.

C. NAMING RIGHTS

1. County agencies may, subject to approval of the Board, enter into agreements with private individuals, for-profit entities or not-for-profit organizations by selling naming rights within or on County owned real and personal property or for services and programs consistent with the guidelines herein, in exchange for cash, equipment, supplies, services, or other valuable consideration. The Board may tailor each naming rights agreement to specific or unique circumstances.
2. Revenue-based naming rights shall comply with the standards provided in this Advantage Marketing Program.
3. Structures, facilities, amenities, real and personal property, programs and services available for naming rights include, but are not limited to:
 - Buildings and parts of buildings. Entire buildings may be considered for naming rights. Parts of buildings that may be considered for naming rights include, but are not limited to, entire floors, halls, and meeting rooms.
 - Outdoor facilities. Examples of outdoor facilities that may be considered for naming rights include, but are not limited to: gardens, park areas, walkways, trails, athletic fields, basketball courts, aquatics facilities, scoreboards, picnic shelters, arenas, or any facilities which may be constructed in the future.
 - Parks and natural areas may be considered for naming rights.
 - Programs and services. Programs and services may be considered for naming rights. Swim Central is an example of a program that may be considered for a naming right.

4. Consideration may be given to the names of persons, whether alive or deceased, organizations, corporations, foundations, or families for naming rights when they have made a significant financial contribution toward the acquisition, development, or conveyance of land, or building, equipment, materials, or other goods or services to the County.
5. The duration of naming rights for structures, buildings, facilities, or portions thereof and other amenities within the County system shall be determined or negotiated on a case-by-case basis. Naming rights may be renewed by mutual agreement of the parties.
6. In the event naming rights are granted to a company or brand which is acquired by another company, the County reserves the right to determine if the new company and its brand(s) meet the standards contained in this Advantage Marketing Program. The Board must approve any change in the name of the company or brand granted naming rights.
7. Consideration may be given to naming a building or a significant portion of an existing building for an endowment gift in an amount not less than One Hundred Thousand Dollars (\$100,000.00). The Board has the authority to provide similar benefits to an endowment of a lesser amount provided it is understood by the donor that, within five (5) years from establishment of the endowment, the endowment shall equal the stated minimum of One Hundred Thousand Dollars (\$100,000.00).

Consideration may be given to lesser amounts for naming a portion of an existing building, such as meeting rooms and other smaller areas within a County facility.

8. When the naming rights pertain to construction of a new building or renovation of an existing building, the donor will be required to furnish more than fifty percent (50%) of the complete cost of new construction or seventy-five percent (75%) of the complete cost of renovation.
9. The Board is not precluded from considering naming rights for a deceased person or organization in recognition of their longstanding affiliation with the County without any financial consideration.

Proposals to name County property, a building, a structure, or a facility after a person without any financial consideration must be placed on the County Commission's printed agenda at least one (1)

month before it is presented to the Board for final approval. Community response is required to be solicited early in the naming process and the agenda item to the Board recommending the name shall include correspondence with a minimum of three (3) local cities, homeowner associations or other appropriate community groups advising the local community of the proposal and soliciting their input.

10. All naming rights must be reviewed and recommended by the appropriate County agency prior to forwarding same to the Board for its consideration and approval.

D. CO-SPONSORSHIPS

1. General

County agencies are encouraged to seek co-sponsorships of County events and programs that serve a public purpose to offset expenses, subject to the authority outlined herein. Examples include but are not limited to:

- Co-sponsorships that provide advertising and promotion of the event or program in exchange for co-sponsor recognition in County promotional materials.
- Co-sponsorships that provide services, food, facilities, monetary support or giveaways at an event in exchange for advertising the co-sponsor in promotional materials, signage, public acknowledgements, or other means.

2. Broward County Events or Programs

- a. Where Broward County seeks co-sponsorships for events or programs, employees must comply with the solicitation guidelines in this Advantage Marketing Program.
- b. Where co-sponsorships of Broward County events or programs are solicited, there must be a written document in the form of a sponsorship package or memorandum that clearly outlines the benefits a co-sponsor receives for each level(s) of monetary donation or goods and services received by the County. Benefits provided by the County can include, but are not limited to, advertising, signage, recognition, space at the event, or inclusion in event publications.
- c. In cases where the co-sponsorship includes in-kind exchanges, the value of goods or services shall be calculated and given the

same level of benefits as a monetary donation. In-kind contributions are not defined as a gift or donation for purposes of Section 18.63 of the Broward County Administrative Code.

d. Approvals:

Co-sponsorships < than or = to \$5,000.00

Broward County events or programs where the total value of co-sponsorships is estimated to be equal to or less than Five Thousand Dollars (\$5,000.00) in total value (cash, in-kind services or goods) require Department Director or designee approval and must provide co-sponsor(s) a written sponsorship package or memorandum that defines level(s) of co-sponsor benefits.

Co-sponsorships < than or = to \$30,000.00

Broward County events or programs where the total value of co-sponsorships is estimated to be less than or equal to Thirty Thousand Dollars (\$30,000.00) total value (cash, in-kind services or goods) require County Administrator approval. A notice of the co-sponsorship opportunity shall be posted on the Purchasing Division Web Site as a Request for Information and shall include a written sponsorship description that defines level(s) of co-sponsor benefits.

Co-sponsorships > than \$30,000.00

Broward County events or programs where the total value of co-sponsorships is estimated to be more than Thirty Thousand Dollars (\$30,000.00) require Board approval. A notice of the co-sponsorship opportunity shall be posted on the Purchasing Division Web Site as a Request for Information and shall include a written sponsorship description that defines level(s) of co-sponsor benefits.

- e. Consultants, architects, contractors or other vendors involved in the construction or remodeling of a County facility or amenity may co-sponsor groundbreaking and ribbon cutting ceremonies by contributing refreshments and other items intended to increase community good will, awareness or education in exchange for signage at the event acknowledging the contribution, subject to the approval of the Project Manager.
- f. Co-sponsorships between two (2) or more Broward County agencies are not subject to the above provisions.

- g. Co-sponsorships of a County event or program by a not-for-profit organization that was created for the specific purpose of supporting the mission of a designated County agency, such as a “Friends Group” or foundation, are not subject to the solicitation guidelines or co-sponsorship approval requirements in the Advantage Marketing Program. These types of co-sponsorships are subject to the annual co-sponsorship reporting requirements.

3. Private sector, not-for-profit organizations or other governmental entities events or programs

- a. Broward County may co-sponsor events or programs held by the private sector, not-for-profit organizations, or government entities as long as the event or program serves a public purpose in support of the mission of the County.

- b. Approvals:

Cash Co-sponsorships

Co-sponsorships where Broward County contributes cash require Board approval.

Co-sponsorships < or = to \$1,000.00

Co-sponsorships with a value less than or equal to One Thousand Dollars (\$1,000.00) may be approved by a Department Director where the co-sponsorship includes in-kind services, goods, advertising displays, or contributions other than cash.

Co-sponsorships < than or = to \$5,000.00

Co-sponsorships where Broward County’s contribution is less than or equals Five Thousand Dollars (\$5,000.00) and includes in-kind services, goods, advertising displays, or contributions other than cash require the approval of the County Administrator or designee.

Co-sponsorships > \$5,000.00

Co-sponsorships with a value greater than Five Thousand Dollars (\$5,000.00) require Board approval.

- c. Events held in Broward County Parks that are regulated by event agreements or permits are not considered co-

sponsorships for purposes of this Advantage Marketing Program unless so indicated in the agreement or permit.

4. Fundraising Events

- a. Broward County agencies may co-sponsor events or programs held by not-for-profit organizations or governmental entities seeking to fundraise in order to aid an individual(s) or other organization(s) in need due to a natural disaster, life-threatening or serious illness, untimely or accidental death or other charitable cause. A decision to co-sponsor an event or program will be determined by the County Administrator or Department Director or the Director's designee.
- b. A not-for-profit organization or governmental entity seeking the County's co-sponsorship of a fundraising event or program must furnish an Affidavit certifying that the proceeds from the fundraising event or program will go directly to the individual(s) or organizations(s) for which the event or program is being held. If a not-for-profit organization is established as a §501c(3) under the Internal Revenue Code, proof of same must be furnished to the County.
- c. Countywide fundraising initiatives that request the participation of all Broward County employees through payroll deduction or organized meetings and activities during County business hours shall be approved by the Board. Examples of this type of fundraising activity include the United Way and disaster relief efforts. Requests for co-sponsorships of these types of fundraisers shall be directed to the Office of Public Communications.
- d. Broward County may advertise opportunities for volunteer participation to its employees for blood drives, food drives, bake sales, walks, and other similar types of fundraising activities. Employees can participate on a volunteer basis using their own resources and time. Providing this type of support to a not-for-profit organization or governmental entity engaged in fund raising is not considered a co-sponsorship of an event or program by Broward County.
- e. Broward County employees must adhere to the solicitation guidelines in the Advantage Marketing Program when fundraising.

5. Reporting

The respective Department Directors shall provide the County Administrator with a report no later than November 1st of each year detailing each event or program co-sponsored by Broward County and each event or program where Broward County received one or more co-sponsorships where the total value of the co-sponsorships for the event or program is equal to or greater than One Thousand Dollars (\$1,000.00). The report shall include the following information at a minimum:

- Name of the event
- Purpose of the event
- Name of co-sponsor for a Broward County event
- Name of the organization Broward County sponsored (if applicable)
- Value of the co-sponsorship
- Brief description of County's responsibility to the co-sponsor
- Name of agency and employee who solicited the co-sponsorship (if applicable)

E. IN-KIND EXCHANGES

1. "In-kind exchange" refers to any contribution by Broward County to a private sector, not-for-profit organization or other governmental entity that is not cash or monetary in form (such as advertising space) in exchange for a service, product or other benefit to Broward County. An in-kind exchange can include, but is not limited to employee labor, use of a facility, waiver of fees or use of services and equipment.
2. Approvals:

In-kind exchanges < or = to \$5,000.00

Agreements for in-kind exchanges with a value less than or equal to Five Thousand Dollars (\$5,000.00) require Department Director or designee approval. The County Attorney's Office must approve the form of the agreement.

In-kind exchanges < than or = to \$30,000.00

Agreements for in-kind exchanges with a value less than or equal to Thirty Thousand Dollars (\$30,000.00) require County Administrator or designee approval and the County Attorney's Office must approve the form of the agreement.

In-kind exchanges > \$30,000.00

Agreements for in-kind exchanges with a value greater than Thirty Thousand Dollars (\$30,000.00) require Board approval.

3. Examples of in-kind exchanges include:
 - Contributions to the County of a product or service in exchange for advertising rights.
 - Contributions to the County of a product or service in exchange for an “official” provider designation. (Note: A contribution of cash would not be considered an in-kind exchange.)

F. NON-TRADITIONAL MARKET-BASED REVENUE OPPORTUNITIES

County agencies may, subject to approval of the Board or the authority outlined herein, enter into agreements for non-traditional market-based revenue opportunities as provided below. Market-based revenue opportunities are programs initiated by governmental entities to generate new revenues, defray existing costs or to improve public services through relationships with private sector entities, other governments or not-for-profit organizations. In addition to monetary compensation, the benefits can include cost avoidance, revenue enhancement, or non-financial advantages such as lessening administrative burdens or enhancing educational outreach. Some type of non-traditional market-based revenue opportunities may include, but are not limited to:

- Exchanging advertising rights for donations or maintenance of public amenities.
- Corporate partnership programs where the County receives revenue or services for the right of the company to be the “official” provider of its respective products or services.
- Partnerships where both parties benefit mutually from an agreed upon exchange of services.
- Co-sponsorships where the County receives a benefit in exchange for in-kind services, advertising rights, revenue, or product provision.
- Outdoor advertising in unique places such as on street furniture, vehicles and fences.
- Agreements for broadcasting rights for sporting or other events held in County facilities.

G. SOLICITATIONS

1. Authorization

Authority is granted for certain County employees addressed herein to solicit funding or co-sponsorships for designated County events, programs or charities that serve a public purpose in support of the mission of Broward County. Third party solicitation agreements require approval by the Board.

Any employee authorized to solicit funds, goods, services or sponsorships shall be provided training to ensure legal and ethical compliance.

Solicitations Valued < or = to \$5,000.00 for a Single Event or Program

The Department Director shall have the authority to authorize solicitations of cash, goods and services by certain designated employees less than or equal to a total value of Five Thousand Dollars (\$5,000.00) for any single event or program. This is to permit smaller scale solicitations for refreshments, small event sponsorships, and give-aways at community events. Employees should avoid soliciting the same vendor for multiple events.

Solicitations Valued < or = to \$30,000.00 for a Single Event or Program

The County Administrator or designee shall have the authority to authorize solicitations of cash, goods and services that are less than or equal to \$30,000.00 for any single event or program. The request to authorize solicitations shall include the name(s) of those County employee(s) authorized to solicit donations, which organizations(s) the employees will solicit and how the contributions will be accepted and expended.

Solicitations Valued > \$30,000.00 for a Single Event or Program

For solicitations valued greater than Thirty Thousand (\$30,000.00), the County Administrator's authorization shall be subject to the approval of the Board.

2. Kinds of events, activities or publications for which solicitation is appropriate

Countywide events or agency specific events or activities could include, but are not limited to the following:

- a. Publications such as a Hurricane Preparedness tabloid and agency newsletters such as the Libraries “Bookings” and Parks monthly newsletters.
- b. Community expos and events that serve a public purpose such as the Hurricane Expo.
- c. Groundbreaking and opening ceremonies.
- d. Prizes for contests and other educational activities that promote and serve a public purpose such as to promote water conservation, animal licensing, or environmental stewardship.

3. **Prohibitions**

The following employee solicitations are prohibited:

- a. Solicitation of a vendor by an employee involved in the regulation, contract administration or other business activity of the vendor.
- b. Solicitation of a vendor eligible for consideration by an active Selection Committee.
- c. Indirect solicitations of a vendor (employees can not solicit a prime contractor’s subcontractors).
- d. Other prohibitions as may be deemed appropriate by the County Administrator.

4. **Reporting**

The Department Director shall provide the County Administrator with a report no later than November 1st of each year detailing solicitations that resulted in cash or other value to Broward County equal to or greater than One Thousand Dollars (\$1,000.00) for any single event or program. The report shall include the following information at a minimum:

- Name of the event
- Purpose of the event
- Name of co-sponsor or contributor
- Value of the co-sponsorship
- Brief description of County’s responsibility to the co-sponsor
- Name of agency and employee who solicited the co-sponsorship (if applicable)

H. DONATIONS OF FUNDS OR GOODS AND SERVICES

1. Broward County recognizes the value of increased public service and public participation through donations of monetary or tangible or intangible property and or services where there is no benefit to the donor. It is also recognized that in-kind exchanges wherein Broward County is the donor can also serve a public purpose in partnership with a private sector entity or not-for-profit organization.
2. Broward County will accept gifts in the following manner:
 - a. Checks -- Checks shall be made payable to the Broward County Board of County Commissioners. Checks will not be made payable to a County agency or employee.
 - b. In-kind gifts and donations -- In-kind gifts and donations are a contribution of personal or real property, or tangible or intangible property, or other services.
 - c. All gifts and donations shall be in accordance with the County policy defined in Section 18.63 of the Broward County Administrative Code, as may be amended from time to time, which states that donations of Five Hundred (\$500.00) or more shall be accepted by a resolution of the Board of County Commissioners.
3. In the event there is a question as to the acceptability of a gift or donation, the County Administrator or designee, will consult the County Attorney's Office before the donation or gift is accepted.
4. Donations to Broward County of Five Hundred Dollars (\$500.00) or more shall be accepted by a resolution of the Board of County Commissioners which shall specify the name and address of the donor, the amount of the donation, the specific purpose for which the donation is made, if any, and any restrictions on the use of the funds. The office of the County Administrator shall prepare a certificate recognizing each contribution of Five Hundred Dollars (\$500.00) or more after adoption of the resolution.
5. Donations of less than Five Hundred Dollars (\$500.00) may be accepted by the County Administrator or designee for deposit in existing County trust accounts to be used for purposes for which the trust was established.

6. In-kind contributions where there is a benefit to the contributor (such as an advertisement exchange) are not defined as a gift or donation for the purposes of Section 18.63 of the Broward County Administrative Code.

I. RECEIPT AND USE OF FUNDS

Any funds derived from the acceptance and placement of commercial messages, advertisements, naming rights, and sponsorships or partnerships shall be recorded, accounted for and used by the Department, Office, Division, or Agency for authorized purposes in accordance with applicable standard policies and procedures for the budgeting and expenditure of funds. If funds are received that have not been designated for use through a contractual agreement, the Agency shall coordinate with the Office of Management and Budget to determine the proper dispensation of the funds.

J. SELECTION PROCESS

The selection process for an advertiser, co-sponsor, partnership or other revenue generating marketing opportunity as covered by this Program shall be impartial and shall be in accordance with the County's procurement rules and procedures. In cases where no revenue is involved, the advertising, co-sponsorship or partnership or other revenue generating opportunity with Broward County valued in excess of Five Thousand Dollars (\$5,000.00) shall be posted on the Purchasing Division's Web Site as a Request for Information.

K. SUMMARY OF REPORTING REQUIREMENTS

The respective Department Directors shall provide the County Administrator with a report no later than November 1st of each year detailing the following types of activities where the sponsorship or solicitation value equals or exceeds One Thousand Dollars (\$1,000.00):

- Private sector, not-for-profit organization or other governmental entities' events or programs that Broward County co-sponsors
- Broward County events that have co-sponsors
- Solicitations that resulted in cash or other value to Broward County

The report shall include the following information at a minimum:

- Name of the event
- Purpose of the event
- Name of co-sponsor or contributor

- Value of the co-sponsorship
- Brief description of County's responsibility to the co-sponsor
- Name of agency and employee who solicited the co-sponsorship (if applicable)

L. SUMMARY OF APPROVAL REQUIREMENTS
(See next page)

L. SUMMARY OF APPROVAL REQUIREMENTS

ACTIVITY	APPROVAL REQUIRED
Naming Rights Agreement	Requires Board approval.
Advertising Agreement	Requires Board approval, unless noted below.
<p>Co-sponsorship: Private sector, not-for-profit or other governmental organization event or program</p> <p>Cash, any amount</p> <p>< or = \$1,000 value in-kind services</p> <p>< or = \$5,000 value in-kind services</p> <p>> \$5,000 value in-kind services</p>	<p>(Annual reporting requirement of all co-sponsorships > or = \$1,000)</p> <p>Requires Board approval to contribute cash.</p> <p>Requires Department Director approval with benefits to Broward County in writing.</p> <p>Requires County Administrator approval with benefits to Broward County in writing.</p> <p>Requires Board approval.</p>
<p>Co-sponsorship: Broward County event or program</p> <p>< or = \$5,000 total value (cash/check, in-kind services or goods)</p> <p>< or = \$30,000 total value (cash, in-kind services or goods)</p> <p>> \$30,000 total value (cash, in-kind services or goods)</p>	<p>(Annual Reporting requirement of co-sponsorships > or = to \$1,000)</p> <p>Requires Department Director approval and must provide co-sponsor(s) a written sponsorship package or memorandum that defines level(s) of co-sponsor benefits.</p> <p>Requires County Administrator approval; must put notice of the co-sponsorship opportunity on the Purchasing Division Web site as Request for Information; must include a written co-sponsorship package that defines level(s) of co-sponsor benefits.</p> <p>Requires Board approval prior to seeking sponsors. Opportunity must be noticed on the Purchasing Division Web site and must include a written sponsorship package that defines level(s) of co-sponsor benefits.</p>
<p>In-kind exchange agreement</p> <p>< or = \$5,000</p> <p>< or = \$30,000</p> <p>> \$30,000</p>	<p>Requires Department Director approval and County Attorney review.</p> <p>Requires County Administrator approval and County Attorney review.</p> <p>Requires Board approval.</p>
<p>Solicitations</p> <p>< or = \$5,000</p> <p>< or = \$30,000</p> <p>> \$30,000</p>	<p>(Annual reporting requirement for all solicitations received > or = to \$1,000.)</p> <p>Requires Department Director approval of designated employees for each event.</p> <p>Requires County Administrator approval of designated employees for each event.</p> <p>Requires Board approval.</p>