

Media and Community Relations Sponsorship Policy

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. <http://neorsd.org/decals>
6. **Cost-saving 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 of all ages 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 2018 Open House will be held on Saturday, September 15th.

About the Northeast Ohio Regional Sewer District

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>
- 2017-2019 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

Complete the application.

Please complete the application and return it to the Community and Media Relations team via e-mail at outreach@neorsd.org. Please 'Cc' Valeria Davis, NEORSD Executive Assistant, at 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 prior to application submission.

There are three submission and review deadlines.

- **First Submission and Review Period**

Submission – December 11, 2017 through February 2, 2018

Review – February 5, 2018 through February 16, 2018

NEORSD Notification to Applicants – February 19, 2018 through March 2, 2018

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 19, 2018 through April 13, 2018

Review – April 16, 2018 through April 27, 2018

NEORSD Notification to Applicants – April 30, 2018 through May 11, 2018

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

Submission – June 4, 2018 through July 13, 2018

Review – July 16, 2018 through July 27, 2018

NEORSD Notification to Applicants – July 30, 2018 through August 10, 2018

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 NEORS D 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

Jennifer Elting, Senior Public Information Specialist, eltingj@neorsd.org

Jessica Shutty, Community Relations Specialist, shuttyj@neorsd.org

Ebony Hood, Community Relations Specialist, hoode@neorsd.org

Valeria Davis, Executive Assistant, davisv@neorsd.org

As a reminder, all COMPLETED applications should be e-mailed to outreach@neorsd.org. Please 'CC' Valeria Davis, Executive Assistant, davisv@neorsd.org. Applications can be mailed to:

Communications and Community Relations (CCR)
NEORS D

Attn: Valeria Davis - Media and Community Relations Sponsorship Application
3900 Euclid Avenue
Cleveland, OH 44115

Media and Community Relations Sponsorship Application

DATE: Click or tap to

enter a 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): Click or tap here to enter text.

ORGANIZATION NICKNAME, IF APPLICABLE (i.e. For all media entities, nickname would include name of print publication or station's call letters): Click or tap here to enter text.

ADDRESS: Click or tap here to enter text.

CITY, STATE AND ZIP CODE: Click or tap here to enter text.

PHONE: Click or tap here to enter text.

CONTACT FOR ORGANIZATION: Click or tap here to enter text.

E-MAIL ADDRESS: Click or tap here to enter text.

PHONE: Click or tap here to enter text.

ADDITIONAL CONTACTS, IF APPLICABLE (Please include name, title, phone number and e-mail address):

Click or tap here to enter text.

FISCAL AGENT INFORMATION, IF APPLICABLE

Yes, our fiscal agent is a registered vendor.
ALL PAYMENTS WILL BE SENT TO THE FISCAL AGENT.

FISCAL AGENT NAME (Must match organization's W-9): Click or tap here to enter text.

ADDRESS: Click or tap here to enter text.

CITY, STATE AND ZIP CODE: Click or tap here to enter text.

PHONE: Click or tap here to enter text.

CONTACT FOR FISCAL AGENT: Click or tap here to enter text.

EMAIL ADDRESS: Click or tap here to enter text.

PHONE: Click or tap here to enter text.

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

Click or tap here to enter text.

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 Book 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: Click or tap here to enter text.

PLEASE PROVIDE DETAILED INFORMATION ABOUT THE SPONSORSHIP OR PARTNERSHIP, INCLUDING (this can be on a separate, attached proposal, if preferred):

- Sponsorship Amount Requested: *Enter text*
- PROJECT INFORMATION:
 - Name of Project: *Enter text*
 - Purpose or goals of the project and the activities:
Click or tap here to enter text.
- CRITERIA:
 - Outline, in detail, how this partnership or media buy will meet the criteria on page 2.
Click or tap here to enter text.
- INTENDED AUDIENCE:
 - FOR MEDIA, please provide a detailed over of demographics of listeners, viewers, or readers. Please be as detailed as possible.
Click or tap here to enter text.

- 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.
Click or tap here to enter text.
- FOR EVENTS:
 - Anticipated attendance (and what is this estimate based on).
Click or tap here to enter text.
 - Date, time and location, including address, of the event.
NOTE: IF THE DATE AND/OR TIME CHANGE, APPLICANT MUST NOTIFY NEORS D ASAP.
Click or tap here to enter text.
 - How will the event be promoted? Please include media and methods that will be used, including social media. Attach supplementary materials if necessary.
Click or tap here to enter text.
- BENEFITS: 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, fliers, etc.). Again, please be as detailed as possible.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
 - Click or tap here to enter text.
- INVESTMENT: Outline the requested financial investment.
 - What is the requested sponsorship dollar amount?
Click or tap here to enter text.
 - Please list any past Sewer District investments.
Click or tap here to enter text.
 - Will the Sewer District be required to sign any documentation from applicant/fiscal agent?
Yes No
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 15th?

Yes No

To exhibit at the Open House, vendor must complete exhibitor form: <http://neorsd.org/exhibitor>

BATHROOM DECALS

Would your organization be willing to display NEORS D bathroom decals on bathroom stall doors? For examples click here: <http://neorsd.org/decals>

Yes No

FOR INTERNAL USE ONLY

Assigned to: Click or tap here to enter text.

Is this application approved? Yes
No

If no, why? Click or tap here to enter text.

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
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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?

Click or tap here to enter text.

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

Click or tap here to enter text.

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

Click or tap here to enter text.

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.