

## **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:

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. EMPLOYMENT: Gain recognition as an employer or business partner of choice
6. COMMUNITY: Support neighborhood activities that promote economic development
7. DIVERSITY: Encourage diversity and inclusion
8. CUSTOMER SERVICE: Assist eligible customers in learning about cost-saving programs

## Instructions

---

**Complete the application. All fields in red are mandatory.**

- Complete the application and return it via e-mail at [outreach@neorsd.org](mailto:outreach@neorsd.org).
- CC Valeria Davis, NEORSD Executive Assistant, at [davisv@neorsd.org](mailto:davisv@neorsd.org).
- In the "Subject" line, include the name of the organization and/or fiscal agent.

**There are three submission and review deadlines. Our staff will review the application and respond at the conclusion of the review period. Incomplete applications will not be accepted.**

- **First Submission Period**  
Submission: December 10, 2018 – January 31, 2019  
Review: February 1, 2019 – February 15, 2019  
NEORSD Notification to Applicants: February 18, 2019 – March 1, 2019
- **Second Submission Period**  
Submission: March 4, 2019 – April 12, 2019  
Review: April 15, 2019 – April 26, 2019  
NEORSD Notification to Applicants: April 29, 2019 – May 10, 2019
- **Third (final) Submission Period (pending remaining budget)**  
Submission: May 13, 2019 – June 28, 2019  
Review: July 1, 2019 – July 19, 2019  
NEORSD Notification to Applicants: July 22, 2019 – August 2, 2019

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

The Sewer District Purchasing Department will issue a purchase order (PO) number; 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 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:

- the components of the application, including Sewer District benefits, and
- requirements needed to be met by the applicant to demonstrate proof of performance.

The vendor shall provide status reports when requested by the Sewer District, demonstrating that the intent of the sponsorship is being met. The vendor shall also provide a final report to the Sewer 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 Sewer 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.**

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, visit: <http://www.neorsd.org/register>. 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**, Executive Assistant, [davisv@neorsd.org](mailto:davisv@neorsd.org)

## Media and Community Relations Sponsorship Application

DATE: Click or tap to enter a date.

---

### ORGANIZATION INFORMATION

*All fields in **red** must be completed. Submit application to [outreach@neorsd.org](mailto:outreach@neorsd.org) and [CCdavisv@neorsd.org](mailto:CCdavisv@neorsd.org).*

*Thank you!*

**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.

**DBA, IF APPLICABLE:** 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:**

**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.

## **SUBMITTING REQUEST**

Vendor should provide all information either in this application or on attached proposal. If you are submitting a funding request for more than one opportunity, list each opportunity separately; sponsorship costs must also be line-itemed.

## **PARTNERSHIP EXPLANATION**

**PLEASE PROVIDE DETAILED INFORMATION ABOUT THE SPONSORSHIP OR PARTNERSHIP.** This can be on a separate, attached proposal, but all fields in red must be answered.

- SPONSORSHIP AMOUNT REQUESTED: [Click or tap here to enter text.](#)
  
- PROJECT INFORMATION:
  - Name of Project: [Click or tap here to 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.](#)
  
- TARGET AUDIENCE: [Click or tap here to enter text.](#)
  - FOR MEDIA, provide a station/publication demographics and reach.
  - FOR EVENTS AND/OR SPONSORSHIPS, provide attendee demographics and estimated attendance. Please provide as much detail as possible.
  
- FOR EVENTS, if applicable:
  - Date, time, and location of the event.  
[Click or tap here to enter text.](#)
  - How will the event be promoted? 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.
  - [Click or tap here to enter text.](#)

**CONTRACTS / INSERTION ORDERS**

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.

Yes  No

**OPEN HOUSE**

Would your organization like to be an exhibitor at the Open House on Saturday, September 21st?  
If yes, please complete exhibitor form: [neorsd.org/exhibitor](http://neorsd.org/exhibitor)

Yes  No

**BATHROOM DECALS**

Would your organization want to display NEORSD bathroom decals on bathroom stall doors?  
For examples: [neorsd.org/decals](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
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?**

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.