

## **Media and Community Relations Sponsorship Policy**

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*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

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**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). Once the application is submitted, applicants will receive an automated message confirming receipt.
- In the "Subject" line, include the name of the organization and/or fiscal agent.

**There are two 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**  
Submit **by Monday, April 5th**  
NEORSD Notification **by Monday, June 7th**
- **Second Submission Period**  
Submit **by August 31st**  
NEORSD Notification **by Monday, October 4th**

### **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 Alexis Boruszewicz in the NEORSD Purchasing Department at [boruszewicza@neorsd.org](mailto:boruszewicza@neorsd.org).

### **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)