



## **NOTICE AND AGENDA**

**NOTICE IS HEREBY GIVEN  
THAT A COMMITTEE OF THE WHOLE MEETING**

**WILL BE HELD ON**

**March 19, 2019**

**6:00 PM**

**Location: Oswego Village Hall**

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- A. CALL TO ORDER**
- B. ROLL CALL**
- C. CONSIDERATION OF AND POSSIBLE ACTIONS ON ANY REQUESTS FOR ELECTRONIC PARTICIPATION IN MEETING**
- D. PUBLIC FORUM**
- E. OLD BUSINESS**
- F. NEW BUSINESS**

F.1. Update and Discussion on Oswego's Sponsorship Program

[COW Memo Sponsorships.docx](#)  
[Memo SponsorshipSummary.docx](#)  
[Sponsorship Agreement Boilerplate 3.12.18.docx](#)

Posted: \_\_\_\_\_  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
Place: \_\_\_\_\_  
Initials: \_\_\_\_\_

Tina Touchette  
Village Clerk

**G. CLOSED SESSION**

G.1.

- a. Pending and Probable Litigation [5 ILCS 120/2(c)(11)]
- b. Appointment, Employment, Compensation, Discipline, Performance, or Dismissal of Personnel [5 ILCS 120/2(c)(1)]
- c. Collective Bargaining, Collective Negotiating Matters, Deliberations Concerning Salary Schedules [5 ILCS 120/2(c)(2)]
- d. Sale, Lease, and/or Acquisition of Property [5 ILCS 120/2(c)(5) & (6)]
- e. Security Procedures and the Use of Personnel and Equipment to Respond to an Actual, Threatened, or a Reasonably Potential Danger to the Safety of Employees, Staff, the Public, or Public Property [5 ILCS 120/2(c)(8)]

**H. ADJOURNMENT**

**AGENDA ITEM**

**MEETING TYPE:** Committee of the Whole

**MEETING DATE:** March 19, 2019

**SUBJECT:** Update and Discussion on Oswego Sponsorship Program

**ACTION REQUESTED:**  
 Discussion regarding Oswego Sponsorship Program

**BOARD/COMMISSION REVIEW:**  
 N/A

**ACTION PREVIOUSLY TAKEN:**

Date of Action	Meeting Type	Action Taken
NA		

**DEPARTMENT:** Community Relations

**SUBMITTED BY:** Corinna Cole, Economic Development Director

**FISCAL IMPACT:** The sponsorship policy materially supports the financial sustainability of Oswego’s event program. The proposed policy governing Oswego’s sponsorships of outside organizations will not change the Village Board approved budget for this use.

**BACKGROUND:**  
 In 2017, the Village Board tasked the Community Relations department with crafting a plan to make special events financially sustainable. Staff recognized that outside sponsorships are necessary to ensuring the Village can host high quality events using a minimum of Village dollars.

**DISCUSSION:**  
 Village staff has created a robust sponsorship program informed by the nonprofit industry’s best practices, which includes:

- **Oswego Sponsorship Opportunities Guide:** The guide can be found online, here: [Oswego Sponsorship Opportunities](#)

- **Village Sponsorship Agreement:** The boilerplate agreement ensures the Village handles sponsorships consistently and is protected against liability. The form agreement is attached.
- **Promotional Purchasing Agreement:** The promotional purchasing agreement is designed specifically for those instances where the Village requests a business to donate goods or services for free or for a reduced price. The form agreement is attached.
- **Supporting materials:** To supplement the above, staff has created “thank you” letters, sponsor satisfaction surveys, and outreach forms.

Staff has also included a proposed policy that would guide the award of Village sponsorships to outside organizations. The policy includes criteria for selection and performance metrics requirements.

**RECOMMENDATION:**

Discussion regarding Oswego’s Sponsorship Program and the Draft Sponsorship Recommendation Criteria.

**ATTACHMENTS:**

- Memo regarding the Oswego Sponsorship Program
- Boilerplate Sponsorship Agreement
- Boilerplate Promotional Purchasing Agreement
- Draft Sponsorship Recommendation Criteria



## MEMORANDUM

**From:** Corinna Cole, Economic Development Director  
**Date:** Tuesday, March 19<sup>th</sup>, 2019  
**Re:** Update on Village Sponsorship Program

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In 2017, the Village Board tasked the Community Relations department with crafting a plan to make special events financially sustainable. Staff recognized that outside sponsorships are necessary to ensuring the Village can host high quality events using a minimum of Village dollars. However, sponsorships must be mutually satisfactory for the sponsor, otherwise the Village cannot maintain a sponsorship base nor its high standards of professionalism and customer service. Therefore, staff has created a robust sponsorship program informed by the nonprofit industry's best practices.

Below is an outline of the new Oswego sponsorship program and a proposal for extending that program to the way the Village grants its own, limited sponsorship money outwardly.

**Value and Assets:** Sponsorships are typically given by a community stakeholder to the Village with the expectation of recognition and marketing exposure. This can be accomplished in a variety of ways, such as placing a logo on a sign at an event or by including a "thank you" on social media. There is a myriad of marketing assets that the Village can offer to potential sponsors. Staff has used the following criteria in assembling a list of assets and the ways to leverage them:

- **Value:** It's critical to provide a value for each sponsorship and its corresponding marketing assets. The value generally derives from the number and demographic of people that see the sponsor's name associated with a valuable cause or message. For example: a dentist may opt to sponsor Christmas Walk instead of Wine on the Fox, because their primary clientele are children and the event's timing reminds parents to utilize the remainder of their insurance benefits before the new year.

Similarly, the value of a sponsorship is factored into staff's "cost / benefit analysis" of the time and resources dedicated to fulfilling that sponsorship. For example: is a last minute \$1000 sponsorship worth the rush fees for festival wide signage? How much does the signage cost? Will it require overtime for staff to produce or install?

- **Consistency:** Sponsorships should be consistently valued according to their marketing asset, despite who is purchasing the sponsorship. Sponsors can expect that they are treated fairly and are receiving the value of their donation.

Consistency doesn't mean that a sponsorship which results in a print ad is valued the same across all events. For example, an ad promoting a Luna Fest sponsorship may have a smaller reach than one promoting Wine on the Fox. The ad with the greater reach would be worth more, but that value of either sponsorship should be consistent across that specific event and audience.

**Defining marketing assets:** The Village has a variety of marketing assets outside of events, such as the newsletter, GoOswego.org, and Oswegoil.org. However, staff limits or avoids leveraging assets typically reserved for non-event or non-tourism related services or communications. For example, we do not want sponsor logos to appear on our informational / public advisory emails regarding snow or other weather events. Staff will not pursue promotional opportunities that are intrusive to the execution of the Village's core functions.

**Ethical considerations:** Our sponsorship program should embody our organizational values, particularly those of accountability, integrity, and contributing to our community. The Village will only solicit and accept sponsorships that are given in anticipation of receiving the agreed upon marketing value. In other words, the Village will not grant preference to a business that sponsors an event outside of the defined parameters of that specific sponsorship.

The Village also offers lower cost, in-kind, and reciprocal sponsorships, particularly geared to small and local businesses. These businesses may not be able afford the sponsorships or are financially disadvantaged when providing the donation of a good or service. The Village recognizes that such businesses are important community stakeholders that contribute to Oswego's unique character and should have access to the marketing opportunities at Village events.

**Sponsorship Program Materials:** The following materials actualize the above in our sponsorship program

- **Oswego Sponsorship Opportunities Guide:** Staff created and distributed the guide last December to allow businesses to budget their 2019 Village sponsorships. The guide contains information about the marketing value of our assets and our most engaged audiences. The guide encourages potential sponsors to craft a custom sponsorship for multiple events or a promotion not tethered to an event at all. This flexibility increases the sponsorship program's versatility and profitability. The guide can be found online, here: [Oswego Sponsorship Opportunities](#)
- **Village Sponsorship Agreement:** The boilerplate agreement ensures the Village handles sponsorships consistently and is protected against liability. The agreement memorializes the value of the sponsorship and what the Village will provide in return.
- **Promotional Purchasing Agreement:** The promotional purchasing agreement is designed specifically for those instances where the Village requests a business to donate goods or services for free or for a reduced price. In exchange, the Village will provide marketing support to those businesses through GoOswego.org or other media equivalent

for the value of their donation. This is particularly relevant for the rare occasions where the Village is participating in a raffle that requires the donation of an “Oswego” basket.

- **Supporting materials:** To supplement the above, staff has created “thank you” letters, sponsor satisfaction surveys, and outreach forms.

**Village of Oswego sponsorships to outside organizations:** In developing Oswego’s sponsorship program, staff has improved the professionalism, value, and consistency of what is offered to and received by sponsors. The same principles can be applied to how the Village grants sponsorships to outside organizations. The attached draft “Village of Oswego Sponsorship Recommendation Criteria” proposes how the Village Board determines the award of sponsorships to outside organizations.

Using this policy, either the Village Board or staff can propose the award of sponsorship dollars from the budgeted Community Relations “marketing support” line item. The Village Board will collectively agree on the awards, which will be subsequently implemented by staff.



**Village of Oswego  
EVENT Sponsorship Agreement  
August 25, 2018**

This Sponsorship Agreement, hereafter “Agreement,” is made and entered into on this \_\_\_ day of \_\_\_ 2019 between The Village of Oswego, hereafter “Village,” and \_\_\_\_\_, hereafter “Sponsor.”

**Whereas**, the Village is hosting EVENT NAME, hereafter “Event,” to celebrate the summer and provide residents, visitors and local businesses with a place to gather; and

**Whereas**, the Village requires sponsorships in order to produce a high quality, sustainable event; and

**Whereas**, the Sponsor desires to participate in and support the Event.

**Now, Therefore**, the Village and Sponsor, in consideration of the mutual promises contained herein and other good and valuable consideration given and received, agree as follows:

**1. The Sponsorship**

Sponsor agrees to participate as a sponsor of the Event, and to pay Village in accordance with the Custom “\_\_\_\_\_” Sponsorship Level, as outlined in Exhibit A, for Event.

**2. Credit**

In exchange for this sponsorship, the Village agrees to provide the recognition and services in accordance with the Custom “SPONSORSHIP LEVEL” Sponsorship Level as outlined on Exhibit A.

**3. Payment and Delivery**

Sponsor agrees to submit payment of the sponsorship no later than August 25, 2018. Additionally, sponsor will provide no later than August 10, 2018 a digital logo to be used in signage, advertising, social media and publications in accordance with this agreement.

**4. Relationship**

This agreement exclusively pertains to the Event. No other relationship between Company and Sponsor is created or implied through this Agreement

**5. Compliance with the Village of Oswego Sponsorship Policy**

This Agreement is made in compliance with the Village’s Sponsorship Policy, and the Village and the Sponsor agree to abide by the terms of the Sponsorship Policy. Sponsorship of any Village Event does not indicate endorsement or support for Sponsor by the Village, nor shall the Sponsor be entitled to any other rights, privileges or similar not available to any other business, resident or person except those outlined explicitly in this Agreement.

**6. Cancellation, Substitution, Postponement and Force Majeure**

The Village shall not be deemed in breach of this agreement or otherwise liable for failure to perform under this agreement in the event of a cancellation or postponement, including but not limited to a force majeure. In the event of a postponement, the sponsorship credit will be given at the rescheduled event. In the event of a cancellation in which rescheduling is not deemed possible, the sponsor will receive credit in all materials and publications to which the sponsor is entitled. The Village reserves the right to make substitutions in recognition and services offered as part of the agreed upon sponsorship level, as necessary, provided those substitutions are of equal or greater value.



**VILLAGE OF OSWEGO**  
an Illinois municipality

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

**SPONSOR NAME**  
(Sponsor)

Signature: \_\_\_\_\_  
By: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

**Example Exhibit A**

**Sponsorship Opportunities**  
**EVENT NAME**

Custom "SPONSORSHIP LEVEL" Sponsorship:

- \_\_\_\_\_
  - Two posts with either link or logo on the EVENT NAME event page, then shared to the Village of Oswego business page
  - Two posts with either link or logo on the EVENT NAME business page
- Logo on \_\_\_\_\_ Website
- Commitment to hang two banners at the Event – One banner to be placed \_\_\_\_ and on the fencing \_\_\_\_\_ event entrance.
- Thanks in the Village of Oswego (Season) Newsletter in conjunction with the event



**Village of Oswego  
Promotional Purchasing Agreement**

This Promotional Purchasing Agreement, hereafter “Agreement,” is made and entered into on this \_\_\_\_ day of \_\_\_\_, 2018 between The Village of Oswego, hereafter “Village,” and \_\_\_\_, hereafter “Vendor.”

**Whereas**, in the normal course of business, the Village may wish to promote Oswego-based products and/or services by including them in charitable raffles, promotions, event-based contests or offering “welcome” or “appreciation” gifts to notable individuals, new businesses, or employees; and

**Whereas**, the Village prefers to showcase and patronize Oswego businesses; and

**Whereas**, the Village maintains GoOswego.org, a tourism website, with the purpose of promoting unique and entertaining opportunities within Oswego

**Now, Therefore**, the Village and Vendor, in consideration of the mutual promises contained herein and other good and valuable consideration given and received, agree as follows:

**1. The Promotional Purchasing Program**

Vendor agrees to participate in the Promotional Purchasing program, and offer the Village a discount of \_\_\_\_% on merchandise and/or services as outlined in Exhibit A .

**2. Credit**

In exchange for this sponsorship, the Village agrees to provide the recognition and services in accordance with the Guidelines as outlined on Exhibit B. The Village reserves the right to make substitutions in recognition and services offered, as necessary, provided those substitutions are of equal or greater value.

**3. Purchase and Delivery**

Vendor agrees to allow the purchase of merchandise on an as-needed basis until no later than April 30<sup>th</sup> 2019. Additionally, Vendor will provide no later than 15 days following the signature of this agreement or a digital logo and business information to be used in signage, advertising, social media and publications in accordance with this agreement.

**4. Relationship**

This agreement exclusively pertains to the purchase and sale of the merchandise and/or services set forth in Exhibit A. No other relationship between Company and Vendor is created or implied through this Agreement.

**5. Compliance with the Village of Oswego Sponsorship Policy**

This Agreement is made in compliance with the Village’s Sponsorship Policy, and the Village and the Vendor agree to abide by the terms of the Sponsorship Policy. Sponsorship of any Village Event does not indicate endorsement or support for Vendor by the Village, nor shall the Vendor be entitled to any other rights, privileges or similar not available to any other business, resident or person except those outlined explicitly in this Agreement.

**6. Limits**

The Village commits to limiting the purchases to no more than \_\_\_ items and for the sole purposes described above. Under no circumstances should Village employees or representatives utilize the program for personal use. Merchandise purchased as part of the program will not be offered for resale.

**6. Cancellation, Postponement and Force Majeure**

The Village shall not be deemed in breach of this agreement or otherwise liable for failure to perform under this agreement in the event of a cancellation or postponement of the purpose for purchasing the materials or services, including but not limited to a force majeure.

**7. Gift Ban and Other Applicable Ordinances and Laws**

The Vendor shall comply with the Village Gift Ban (1-18-3, Oswego Village Code), the Illinois Gift Ban (5 ILCS 5/430/10-10 *et al*) and all other applicable ordinances and statutes.

**VILLAGE OF OSWEGO  
an Illinois municipality**

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Address: \_\_\_\_\_  
Date: \_\_\_\_\_

\_\_\_\_\_  
**(Sponsor)**  
Signature: \_\_\_\_\_  
By: \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Address: \_\_\_\_\_  
Date: \_\_\_\_\_

**Exhibit A**

**Merchandise Description**

- Item one / commercial price / discount price:**

## **Exhibit B**

### **Village Services and Credit**

**One blog-article on Go Oswego / Participation in two listings / etc.:**



## Village of Oswego Sponsorship Recommendation Criteria Draft

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As part of its marketing efforts, and in support of events and amenities that enrich the quality of life for our residents, the Village of Oswego sponsors a limited number of programs and events annually. As stewards of the public trust, the Village adheres to strict ethical and fiscal standards in sponsoring events. Sponsorships are given in exchange for services that further the Village's marketing and communications or strategic goals. The following criteria are used to make decisions regarding staff's recommendation to the Village Board on how to allocate sponsorship dollars:

- **Estimated audience:** While attendance figures are not a sole determining factor, event organizers must be able to provide reliable estimates for event or program attendance.
- **Target audience demographics:**
  - Generally, the Village of Oswego targets its tourism marketing to the following demographics identified as receptive/engaged audiences through its 2016 Regional Positioning project conducted by BDI:
    - families with young children
    - women ages 35-64
    - weekend adventurers
  - Specific marketing campaigns are also targeted at an internal audience of Oswego and area residents more broadly.
- **Programming:** All sponsored programs and events must be open to the public, and content must be appropriate for a general audience.
- **Added value:** Sponsors must be able to provide a dollar figure for the value of the sponsorship. The Village is most interested in packages in which bundling of deliverables or reciprocal sponsorships provides added value. The Village is also interested in leveraging its own marketing assets, including special events, newsletter advertising, social media and other digital properties to develop sponsorship partnerships that mutually benefit both parties.
- **Measurable returns:** Sponsors must be able to demonstrate and provide measurable results, which may include social media data, web traffic, press mentions, and other metrics.