

I. Policy

The Town of Chapel Hill will choose marketing partnerships with businesses and organizations who share the Town's commitment to creating a high-quality civic environment and building a community where people thrive.

All marketing partnerships will be governed by a Marketing Partnership Agreement, detailing roles, responsibilities, and terms of recognition.

The Town Manager is responsible for authorizing Town marketing partnership opportunities and agreements.

All Town Departments and recognized Town support groups, including "Friends of" organizations, will follow the guidelines in this policy.

II. Purpose

The purpose of this policy is to guide all marketing partnerships between the Town and external businesses, organizations, and corporations. The objectives of this policy are:

- A. To guide relationships with existing and potential marketing partners and align those partnerships with Town mission, values, and interests.
- B. To generate revenue, in-kind values, and non-monetary benefits to fund or support existing and additional programs, projects, activities, or facilities.

Marketing partnerships with the Town are not intended to create a public forum for public discourse, or to provide a forum for any existing or potential marketing partner.

This policy supersedes all previous departmental marketing policies or processes.

III. Procedures

A. Criteria

1. In general, marketing partnerships are offered to parties that
 - a) Advance the Town's mission of "Learning, serving and working together to build a community where people thrive."
 - b) Support or promote Town goals of diversity, equity, and inclusion, environmental stewardship and conservation, and historical and cultural awareness.
2. The Town reserves the right to refuse to enter into marketing partnerships with parties that do not meet these guidelines.
3. The Town will not enter into marketing partnerships with entities including, but not limited to,
 - a) Parties actively bidding for a Town contract.
 - b) Parties actively seeking approval of a development proposal from the Town.
 - c) Parties whose business is substantially derived from the sale or manufacture of tobacco products or electronic cigarettes.
 - d) Parties whose business is substantially derived from the sale or manufacture of guns.
 - e) Parties whose primary functions include engaging in political speech.
 - f) Parties whose primary functions are in support of or opposition to a religion, denomination, creed, tenet, or belief.
 - g) Marketing Partnerships with parties whose business is substantially derived from the sale, distribution, or manufacture of alcoholic beverages if the primary audience at the sponsored location is youth under the legal drinking age.

B. Definitions

1. Donation or gift: Money, personal property, real property, in-kind goods or services, or any other asset that the Town has accepted and the donor did not receive goods or services in return. Acceptance of gifts and donations is governed by Council-Adopted Policies outlined in the Council Procedures Manual III. E. 1.
2. Donor Acknowledgement: Excluding naming, donor acknowledgment is writing on plaques, walls, electronic displays, signs, etc. for a defined period of time to recognize the financial contribution of a donor.
3. Marketing Partnership: A mutually beneficial business arrangement between the Town and an external party when the external party provides cash or in-kind products or services or benefits to the Town in exchange for access to the commercial marketing potential associated with the Town. Paid Advertising on Chapel Hill Transit assets is governed by the Transit Advertising Fee Schedule and Policy.

Manager's Marketing Partnership Policy

4. Marketing Review Team: An interdepartmental staff team that evaluates potential marketing partners and sponsorship packages to identify opportunities that support the Town of Chapel Hill brand and bring value to the community.
5. Naming: Naming or renaming Town facilities or streets or placing any permanent markers or plaques on Town property. Naming is governed by the Council Naming Committee as outlined in the [Council Procedures Manual](#).
6. Political Speech includes, but is not limited to:
 - a) Speech that promotes or opposes a political party or the election of any candidate(s) for any government offices; or
 - b) Speech that disparages any federal, state, or local jurisdiction or their elected or appointed officials, employees, departments, or services; or
 - c) Speech that promotes or opposes initiatives, referendums or other ballot measures; or
 - d) Speech that is directed or addressed to the action, inaction, prospective action, or policies of a governmental entity; or
 - e) Speech which advocates or expresses a political message, opinion, position, or viewpoint regarding disputed economic, political, moral, religious or social issues or related matters.
7. Town Assets: Tangible or intangible items of value that are owned or created by the Town, including but not limited to Town Facilities and any part of real property or structure owned by the Town.

C. Marketing Partnership Categories

1. Type A: Time-limited public events or programs at a single Town facility. Examples may include a swim meet or public performance.
2. Type B: Time-limited public events or programs with a Town-wide presence. Examples may include sports league t-shirts and signature Town events, e.g. Festifall.
3. Type C: Temporary advertising or logo display on any Town asset for more than seven days. Examples may include ballfield advertising signs, equipment, temporary art installations, or typical park benches.
4. Type D: Long-term naming on a Town facility, Town street, Peace and Justice Plaza Marker, or on other Town assets for more than two years.

IV. Responsibility

A. Administration

1. Department Directors or their designees may develop departmental sales packages and marketing opportunities that are consistent with this policy.
2. Department Directors or their designees will prepare and execute a Town of Chapel Hill Marketing Partnership Agreement governing all terms and responsibilities of Type A, B, and C Marketing Partnerships.
3. Department Directors will share their sales packages, marketing opportunities, and marketing partners with the Town's marketing review team.

B. Evaluation

1. The Department Director responsible for the program, project, activity, facility, or other Town asset in question may approve or decline Type A, B, and C Marketing Partnership proposals.
2. Proposals valued at or above \$10,000 must additionally be reviewed by the Town's marketing review team and approved by the Town Manager.
3. The Town reserves the right to refuse any proposed partnership based on the guidelines of this policy. Department Director's decisions may be appealed to the Town Manager who is authorized to make a final determination in consultation with the Town Attorney.
4. Type D Marketing Partnership proposals are governed by Council Policy as outlined in the Council [Procedures Manual](#) III. D. and III. E. 1