

Property Naming and Corporate Sponsorship/ Naming Rights Policy

Executive Management Committee
October 20, 2016



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History

- Corporate Sponsorship/Naming Rights was recommended by staff as a meaningful revenue-generating initiative as part of the **Risk Allocation Matrix (RAM)/Internal Savings Account** process, approved by the Board in January 2016.
- Currently Metro has a 2014 Board-approved **Property Naming Policy** which provides criteria for naming stations and other Metro properties through a customer-focused approach.

Property Naming Policy Principles

Four Guiding Principles

- **Transit System Context** – Context of the entire transit system
- **Property Area Context** – Context of the surrounding street system
- **Neighborhood Identity** – Acknowledging a landmark, community, or neighborhood
- **Simplicity** – Recognition and retention and fit within signage and mapping parameters

Property Naming Policy – Key Points

Recognizes Official Name vs. Operational Name

- Official – Longer name used for Board documents, contracts and legal documents and notices
- Operational – Shorter name used for station/stop announcements and customer information

The Board may **dedicate stations** to a deceased individual, or individual who has demonstrated a unique and extraordinary degree of service to public transportation.

Corporate Sponsorship/Naming Rights

- **Corporate Sponsorship/Naming Rights** is a form of advertising to **generate revenue, payment-in-kind, or value-in-kind** to maximize the agency's capital investments and assets.
- Communications will administer the program as part of its overall responsibility of generating revenue through advertising, and will contract with an independent firm to ensure fair market value for the naming of its property and assets.

Types of Corporate Sponsorships

- **Short-term Sponsorships** – Agreements extending a maximum of 12 months or less for assets such as programs, events, seasonal events, or temporary station re-namings.
- **Long-term Sponsorships** – Agreements lasting a minimum of five years for assets such as transit services, rail lines, stations, buildings, etc.
- **Contracts over \$500,000 will be presented to the Board for approval.** Those under \$500,000, likely short-term sponsorships, will be awarded at the direction of CEO. However, any short-term or temporary naming sponsorships will be communicated to the Metro Board in advance.

Corporate Sponsorship – Key Points

- The businesses and organizations considered for this program are outlined in the policy, in alignment with Metro's Advertising Policy.
- Metro will publicize the receipt of proposal to provide an opportunity for other companies to compete.
- Each sponsorship agreement will be unique and negotiated accordingly within the guidelines of the policy.
- Metro will engage the community in the neighborhoods near a Metro property proposed for a long-term sponsorship prior to being presented to the Board.

Corporate Sponsorship – Key Points

- Any re-naming proposals must uphold the location and historic reference name of the property to ensure that it remains easily identifiable and recognizable by the general public.
- Responsibilities for Metro and the corporate sponsor, as well as provisions for terminating the contract, will be included in each agreement.



Thank you



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