



SPONSORSHIP OPPORTUNITY

AGENCY: Environmental Protection and Growth Management Department

TITLE: **Co-sponsorships for 2019 Conservation Pays Game**

CONTACT:

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Due Date / Time: Friday, April 30, 2018, before or until 5:00 P.M.

This request for co-sponsorships is intended to ascertain sources from which the co-sponsorship opportunities specified below are currently available. This is not a request for pricing or a commitment to purchase.

This description of sponsorship opportunities will remain posted on the Purchasing Division website at www.broward.org/purchasing for a period of ninety (90) calendar days and response is due at the date and time indicated above.

Service Required

We are requesting co-sponsors for the Broward Water Partnership's Conservation Pays Game to be held February – April of 2019. The Broward Water Partnership was established in 2011 as a means of promoting a regional water conservation ethic throughout Broward County. 82% of the County is participating in this indoor water conservation program, which includes the Conservation Pays toilet rebate program. Over 12,000 rebates have been issued to date. That, combined with the distribution of over 25,000 free water saving devices, has led to nearly 2 billion gallons of water saved. The Conservation Pays game promotes environmental stewardship and shows Broward residents how to save time and money and protect water through an online gaming tool. The tool asks residents to engage in the conversation, through a variety of activities that highlight issues of sustainability, conservation and climate change, which include: playing interactive games, completion of quizzes, attendance at local conservation events, visiting nature centers, identifying sustainability features, and taking selfies at various assigned locations. The co-sponsorship funds will provide incentives (prizes) for Broward residents to participate in the game. Ultimately, the sponsorship funds will also provide the grand prize: a complete home retrofit for one family which includes water and energy saving appliances and fixtures.

The specific sponsorship opportunities and recognition received are indicated below.

Co-sponsorship Opportunities

Conservation Pays Game Partner (\$15,000 or more)

- Logo or text on utility bills for up to 17 utilities that have the capacity to do so
- Logo on promotional materials like posters, flyers, & promotional cards
- Sponsorship recognition in web & print ads
- Recognition in social Media Posts
- Logo and recognition in Monitor Graphics to be placed in governmental buildings and access TV, where available
- Recognition at speaking engagements
- Short articles, as well as stock language/bullets about savings
- Website blurbs to be posted on sites for up to 17 municipal websites
- Click through buttons to ConservationPays/Play
- Community Events with a booth
- Ongoing recognition at County Commission meeting
- Recognition via County Communications which could include Program Newsletters (distributed to HOAs and 10K+ people who have applied for rebates), Ceremonies and Commission Meetings.

Other Sponsorships (Donated prizes for Conservation Pays Game)

Beyond the primary sponsor, Broward County is seeking donated prizes for winners in the conservation pays game. For example, family dinners, dinners for two, tickets to events and showings, artwork, jewelry,

- Logo with donated item(s) on the Game
- Sponsorship recognition with prize listings and activity engagement (as game rules permits)
- Mentions in social promotion postings and (as space permits) advertising

Requesting Agency

The Environmental Protection and Growth Management Department

Instructions for Responses

Prospective co-sponsors are requested to provide the following information via fax, email or postal service.

Company Name: _____

Company Address: _____

Contact Name: _____

Contact Title: _____

Contact Signature: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Proposed Level of Sponsorship: _____