



THE PORT

CADDO - BOSSIER

Sponsorship Requests

Caddo-Bossier Parishes Port Commission Sponsorship Policy & Guidelines

MISSION AND SPONSORSHIP POLICY

The Caddo-Bossier Parishes Port Commission (“The Commission”) is committed to maximizing the utilization of its resources to generate economic development in Caddo and Bossier parishes, expand use and development of the area’s multi-modal transportation and distribution system, and increase commerce through the Port Complex by facilitating the creation of jobs and spurring private investment.

The Commission recognizes a healthy and thriving community plays a significant role in a company’s decision to invest in our community and create jobs. As such, The Commission invites community organizations to apply for sponsorship subject to the following guidelines. The Commission will consider opportunities that support our mission of creating jobs and spurring public and private investment. The Commission will not agree to sponsorships that reflect in a negative manner on The Commission, the Commission’s appointing bodies or The State of Louisiana. Further, The Commission will agree only to sponsorships that align with our mission.

Purpose of policy

Each year, the Commission receives numerous requests for sponsorship and has established guidelines to ensure we make the best sponsorship decisions. The purpose of this sponsorship policy is to ensure a framework is in place that outlines how The Commission will actively select, manage and support its sponsorship activities.

DEFINITIONS

For the purposes of this policy, the following terms are defined as:

Donation: A donation is a monetary or in-kind contribution given to a group or organization where no immediate benefit to The Commission is anticipated. The Commission is by law prohibited from making donations. Examples of this might be:

- Support for a disaster relief effort or organization
- Gifts donated to raise funds for a cause

Sponsorship: Under a sponsorship agreement, The Commission generally enters into a partnership with an organization for mutual benefit whereby The Commission contributes funds, materials, or services in return for recognition, acknowledgement or other promotional consideration. The benefits to The Commission in return may include:

- Naming rights
- Display and promotion of The Commission's brand
- Verbal, written and visual acknowledgement at events, functions, etc.
- Opportunities to involve staff of The Commission

Often, sponsorship benefits include more than the display of The Commission's name and logo. Sponsorship benefits could include a range of marketing opportunities related to The Commission's mission. A sponsorship is generally for a fixed term, determined by a time frame, occasion or event.

FUNDING CRITERIA

During its budget process, The Commission approves a sponsorship fund to be allocated to eligible opportunities or organizations the following year.

Funding principles

Below is a list of some of the most important funding principles governing The Commission's sponsorship policy:

- The Commission's mission and potential to develop strategic, long-term partnership
- Activities deemed to have significant local impact
- Appropriate fit with and potential for raising awareness of The Commission's identity, mission and policy of conducting business.
- Ability to demonstrate value and return on investment for The Commission
- Commitment to acknowledge The Commission's participation through promotional opportunities

Areas of support

The Commission's sponsorship policy is intended to support the Port's mission of facilitating job creation and spurring public and private investment, and will focus on these primary areas for support:

- Jobs – support endeavors to create employment opportunities, especially for businesses located at the Port Complex, as well as endeavors to create a more educated and informed workforce in Caddo and Bossier parishes.
- Investment – support endeavors by organizations for the purpose of increasing awareness of Caddo and Bossier parishes as areas for development and investment.

Exclusions

In line with these guidelines, The Commission will not support:

- Individuals
- Commercial, for-profit businesses
- Sporting teams
- Projects that are the operational responsibility of federal, state or local government (ex: road improvements, park maintenance)
- Applications from religious organizations for religious purposes
- Political organizations or campaigns
- Organizations not exercising non-discriminatory policies consistent with federal, state and local government

APPLICATION PROCESS

Formal requests for sponsorship should be made by completing the Sponsorship Application form. The application should address the principles and criteria set out in these guidelines. Supporting information and documentation (flyers, letters, and photographs) may be submitted in conjunction with the application form, but not in lieu of the application form. Recurring events receiving sponsorship from the Commission must make separate applications for subsequent requests. Sponsorship of one event is not a guarantee for future sponsorships from the Commission.

Application

Download a printable Sponsorship Application

Decision Making/Approval

All requests for sponsorship must be submitted at least six months prior to the date of the event or program. The Commission's fiscal year is January – December. Sponsorship applications are encouraged to be submitted by September of each year in order for the Commission to plan and budget accordingly for the upcoming year. In accordance with The Commission's sponsorship policy, the sponsorship request will be submitted for review by the Executive Port Director in order to provide a decision within two months of the application submission. Every request submitted using the Sponsorship Application will receive a prompt response regardless of the final decision to sponsor.