



Corporate Partner Letter of Understanding

This document outlines conditions for national Safe City partners sponsoring elements involving technical expertise, equipment, internet-based applications and specialized training. While agreeing to these conditions, there are no assurances, implied or otherwise, that your organization will receive work or sales associated with Safe City projects.

Program Description

Safe City is a community-based initiative that unites law enforcement, businesses, residents, and city officials to enhance safety and deter crime. Each Safe City project is led by law enforcement with strong support from and collaboration with the private sector.

Partnership development, through information sharing and joint problem solving, is the foundation of Safe City. Technology, such as surveillance cameras, closed-circuit television systems, web alerts, etc., is also leveraged to make a greater impact on public safety and crime.

Corporate Partner Role

Corporate partners provide technical expertise and equipment at discounted rates for Safe City projects, as part of their commitment to building safer communities through philanthropy. Expertise, systems and services provided by corporate partners are a critical component to any Safe City site's impact and success.

As a Safe City corporate partner, you will derive value in a number of ways, including:

- Local recognition in support of community safety
- Economic benefits associated with charitable contributions
- National recognition
- Expanded contacts and connections in the public and private sectors
- Local reduction in crime for people who live, work and shop in the community

Corporate Partner Expectations*

Corporate partners are asked to meet defined sponsorship elements as presented by the organization and submitted in writing to Target Safe City program manager.

Minimum expectations include:

Type	Component / Element	Minimum Expectation
Technical Components	Equipment	15% discount off list price
Technical Components	Site Audits	30% discount off standard price
Technical Components	System Design	30% discount off standard price
Technical Components	Software	20% discount off list price
Technical Components	Installation	25% discount off standard price
Technical Components	Service and Support	25% discount off standard price
Technical Components	User Training	30% discount off standard price



Type	Component / Element	Minimum Expectation
Web Development	Design	25% discount off standard price
Web Development	Hosting	30% discount off standard price
Specialized Training	Training	25% discount off standard price

* Expectations must be met at all times within the timeframe noted on page 2 of this agreement.

Target’s Role

Target will be responsible for the following Safe City components:

- Community selection or approval**
 - Community selections will be reviewed with all corporate partners on an annual basis
- Program and project management
 - Presentations, collateral, timelines, problem solving, event planning
- Communication
 - Safe City Web site, national press releases, national conferences

** If a community is recommended by a Safe City corporate partner, and is not currently a planned Target program site, Target will support the implementation efforts with consultation services.

Corporate Partner Acknowledgements

As a national Safe City corporate partner, your organization will be offered the opportunity for acknowledgement in the following venues:

- Safe City Web site
- Safe City presentations
- Safe City partner plaque (1)
- Safe City kick off event media presence

Corporate Partner Publicity

National Safe City corporate partners may pursue the following publicity opportunities:

- Initial press release announcing partnership involvement – pending review by Target Safe City program manager
- Responses to media inquiries – pending discussion with Target Safe City program manager
- Use of the Safe City approved logo
- Link to Safe City Web site on company Web site
- Safe City definition and support message on Company web site (intranet and internet)– allowed pending approval by Target Safe City program manager
- Reference to Safe City sponsorship in presentations

This letter of understanding is effective from ____ - ____ - ____ to ____ - ____ - ____.

By signing this agreement, we agree to the conditions in this Corporate Partner letter of understanding as well as the conditions that were defined in our corporate sponsorship letter dated ____ - ____ - ____.

_____ signature)

_____ (date)

_____ print name)

_____ (title)