



CITY SPONSORSHIP PROGRAM FISCAL YEAR 2024/2025 – FALL CYCLE

PARKS, RECREATION, AND COMMUNITY
SERVICES DEPARTMENT

November 21, 2024

RiversideCA.gov

1

BACKGROUND

- City Sponsorship Program
 - Local non-profit organizations
 - City Funds and/or in-kind services
- Summer Application (July 31 deadline)
 - Events produced from January 1 – June 30
- Winter Application (January 31 deadline)
 - Events produced from July 1 – December 31



2

RiversideCA.gov

2

BACKGROUND – OTHER SPONSORSHIPS

Table Sponsorships

Each City Sponsorship report to the City Council includes a summary of the previous six months' Table Sponsorships that have been distributed to events and generally involved event attendance by Department Personnel



3

RiversideCA.gov

3

REQUIREMENTS

- City-Sponsored Events/Projects must:
 - Promote the City as a desirable destination
 - Enhance the quality of life for residents
 - Advance Riverside's multicultural community
 - Encourage neighborhood identity and pride
 - Promote cultural and artistic awareness
 - Include a significant outreach component
- All applicants must be IRS 501 (c) nonprofit organizations
- Funds cannot be used for operational costs



4

RiversideCA.gov

4

A SAMPLING OF CURRENT APPLICANTS



**Adrian Dell and
Carmen Roberts
Foundation**



**Mary S. Roberts
Pet Adoption**



Full Circle Players



5

RiversideCA.gov

5

WHAT ARE OUR APPLICANTS PROMOTING AND SUPPORTING?













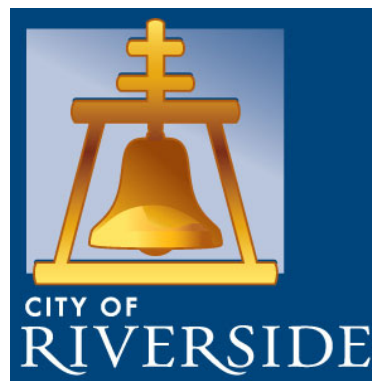
6

RiversideCA.gov

6

EXPECTATIONS

- Applicants are **invited to attend** a Sponsorship 101 Workshop
- Applicants are **required to submit written reports**



7

RiversideCA.gov

7

PROGRAM EVALUATION CRITERIA

1. Projected Attendance
2. Previous Attendance
3. History of Service to Community
4. Connection to the City Strategic Plan
5. Eligible Monetary Request (50%, 35%, or 20%, based on previous requests)
6. Projected Cost per Participant
7. Cultural Program
8. Diversity, Equity, Inclusion
 - Ability
 - Culture
 - Ethnicity
 - Families
 - Seniors
 - Children & Youth
9. Council Ward
10. Availability of Requested Resource



8

RiversideCA.gov

8

STRATEGIC PLAN ALIGNMENT

Envision Riverside 2025 Strategic Plan Priorities



Arts, Culture & Recreation



Community Well-Being

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



9

RiversideCA.gov

9

RECOMMENDATIONS

1. Receive, review, and provide input on staff recommendations for the City Sponsorship Program for the six-month period of January 1 – June 30, 2025;
2. Recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$229,099 for charitable and community events, which are produced by local non-profit organizations;
3. Receive and review Table Sponsorship report for January 1 – June 30, 2024.



10

RiversideCA.gov

10