



City Sponsorship – Spring Cycle Fiscal Year 16/17

Museum & Cultural Affairs

City Council
December 6, 2016

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BACKGROUND

1. City Sponsorship applicants in and around 2007 to 2010, primarily were arts and cultural organizations
2. Program growth includes a broad spectrum of organizations and projects that meet the guidelines adopted by the City Council in 2013



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GUIDELINES

1. Promote the City of Riverside as a desirable place to live, visit and do business
2. Promote the City of Riverside as a visitor destination and/or bring tourism-associated revenue to the City
3. Enhance the quality of life and well-being of the citizenry



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GUIDELINES (CONT.)

4. Advance the City's commitment to and pride in being a multicultural community
5. Encourage the development of neighborhood identity and pride
6. Promote cultural and artistic awareness among the citizenry



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GUIDELINES (CONT.)

7. The applicant must be a registered nonprofit corporation or identified by the IRS as tax-exempt under a 501c category
8. The special event, community project or program must support the aforementioned goals and objectives
9. Funds are not to be used for operational costs



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FUNDING LIMITATIONS

1. Sponsorship 1st request is to be no more than 50% of program/event budget
2. Sponsorship 2nd request is to be no more than 35% of program/event budget
3. Sponsorship request beyond the 2nd request is to be no more than 20% of the program/event budget



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HIGHLIGHTS

1. 53 Organizations recommended as sponsorship recipients
2. Focus Areas of Organizations:
 - a) Animals
 - b) Arts and Humanities
 - c) Culture
 - d) Education
 - e) Fitness/Athletics
 - f) Legal Issues
 - g) Specific Populations (e.g., seniors, children, at-risk youth, differently-abled individuals)



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HIGHLIGHTS (CONT.)

3. City Sponsorship budget line item for FY16/17 reflects a 4% reduction
3. Monetary staff recommendations for events/programs that received funding in Spring FY15/16, and that are also recommended for Spring FY16/17, include a 4% reduction for Spring FY16/17 as compared to FY15/16



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POST EVENT REPORT



CITY SPONSORSHIP PROGRAM
Post-Event Report

All organizations that are sponsored for City Sponsorship funding are required to complete this report form on or before the 30th day after the funded event. Failure to complete this report form will result in future non-compliance.

Organization Name _____

Requestor Name (Not Email ID Number) _____

Requestor Address (Not Email ID Number) _____

Requestor City/State/Zip _____

Requestor Phone Number _____

Requestor Email Address _____

Amount of Sponsorship Requested (For the event only) \$ _____

Amount of Sponsorship Received (For the event only) \$ _____

Event Date _____

Event Location _____

Event Description (Please provide a brief description of the event, including the purpose, date, time, location, and any other relevant information.) _____

Event Results (Please provide a brief description of the results of the event, including the number of participants, the amount of funds raised, and any other relevant information.) _____

Event Photos (Please provide a list of all event photos and any other relevant information, including the date, time, location, and any other relevant information.) _____

Event Videos (Please provide a list of all event videos and any other relevant information, including the date, time, location, and any other relevant information.) _____

Event Audio (Please provide a list of all event audio and any other relevant information, including the date, time, location, and any other relevant information.) _____

Event Other (Please provide a list of all event other and any other relevant information, including the date, time, location, and any other relevant information.) _____

Event Summary (Please provide a brief summary of the event, including the purpose, date, time, location, and any other relevant information.) _____

Event Conclusion (Please provide a brief conclusion of the event, including the purpose, date, time, location, and any other relevant information.) _____

Event Sign-off (Please provide a signature and date for the event sign-off.) _____

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RECOMMENDATIONS

That the City Council approve the City Sponsorship Program, in the form of monetary funding and/or in-kind contributions for charitable community events, for events which are produced by local non-profit organizations for the six-month period of January 1 – June 30, 2017

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