

## City of Riverside Human Relations Commission

### Application for Sponsorship

An application for sponsorship is required for all organizations requesting funding or in-kind services for the purpose of supporting local festivals, special events, community projects or programs, including operational support. Applications will be reviewed by the Human Relations Commission. Please review the attached procedure for sponsorship.

<b>Organization Data</b>				<i>For Office Use Only</i>	
				Vendor No.	
Organization Name Adrian Dell and Carmen Roberts Foundation		Web Site Address Adcrfoundation.org		Registered Federal Tax-Exempt ID No. 33-0056607	
Organization's Mission Statement (include number of years organization has been established) The Adrian Dell and Carmen Roberts Foundation was established in 1979. The mission of the foundation is to focus on development of events and activities that promote positive family and cultural interaction in a cross section of the Riverside community. We are committed to excellence.					
Affiliated with a "parent" organization?    Yes    No    x <i>If yes, name parent organization:</i>					
Contact Person and Title Carmen Roberts, Chairperson				E-mail Address ccrofts@aol.com	
Mailing Address 4567 Sedgwick Avenue	City Riverside	State <b>CA</b>	Zip Code 92507	Daytime Phone No. ( 951) 312-6217	Fax Number (   )

### Sponsorship Request

Funding <i>If yes, specify amount requested: \$1,500</i>
In Kind Services <i>If yes, select type of in-kind service requested and estimate approximate value in dollars: \$</i>
List type of recognition the Human Relations Commission will receive for the noted funding/in-kind services requested i.e. name/logo listing, banner, ad, etc.: Listing in ad booklet, t-shirt, print ads, radio ads, expo booth, website and stage announcements
Commissioner Attendance or presentation: <i>If yes, specify the number of commissioners requested or presentation topic:</i> The Human Relations Commission has participated in the Black History Parade for a number of years riding on the fire engine.
Has the City of Riverside sponsored your organization in the past?                      Yes x    No <i>If yes, list department(s):</i>

### Event Data

Event Title Black History Parade and Expo	Event Date 2/8/2020	Event Hours 9 a.m. to 5 p.m.	Event Location Downtown Riverside
Will the event be held in the City of Riverside?    Yes x    No <i>If no, specify reason:</i>			
Is this an annual event?                      Yes x    No <i>If yes, indicate the number of years even has taken place: 40</i>			
Expected attendance: 3700                      Expected no. of Riverside residents: 3000                      Attendance at last year's event: 3000			

Is the event open to the public?      Yes x    No  
Is there a cost for this event? If so, how much? There is no cost to view the parade.  
Describe target audience: The residents of Riverside

City of Riverside Human Relations Commission  
**Supplement to Application for Sponsorship**

Detail the purpose or objective of local festival, special event, community project or specific program for which the Human Relations Commission funding or in-kind services are requested:

The purpose of the Annual Black History Parade and Expo is to celebrate the contributions of African Americans in history and current history being made in the Riverside community. It is a fun opportunity for the entire community to celebrate multiculturalism together.

Describe the overall contribution of the festival, special event, community project or program to the community in relation to the goals and objectives of the Human Relations Commission:

The Black History Parade and Expo has been an annual event for 40 years. The event promotes multicultural and awareness and pride among the citizens of Riverside and surrounding communities. The parade allows the community to see and celebrate its leaders. The expo provides local business owners, non-profits, clubs, city, county and state departments and agencies, etc. a chance to connect with and enjoy the community.

What are the measurable target objectives that will be used to determine the success of the festival, special event, community project or program? Please state your objectives in terms of concrete numbers and percentages where possible. For example: increased number of participants from X to X in the 2003 parade; provide X number of at-risk youth crisis intervention services; increase customer satisfaction of event from X% to X%.

Increase number of participants for 2020 parade by 80%  
Participant Satisfaction by 90%

