



CITY SPONSORSHIP PROGRAM FISCAL YEAR 2025/2026 -SPRING CYCLE

**PARKS, RECREATION, AND COMMUNITY
SERVICES DEPARTMENT**

Thursday, November 20, 2025

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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



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BACKGROUND – OTHER 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



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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



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A SAMPLING OF CURRENT APPLICANTS



Riverside Arts Academy



**Spanish Town
Heritage
Foundation**



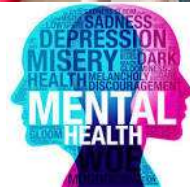
**Riverside African
American Historical
Society, Inc.**



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WHAT ARE OUR APPLICANTS PROMOTING AND SUPPORTING?

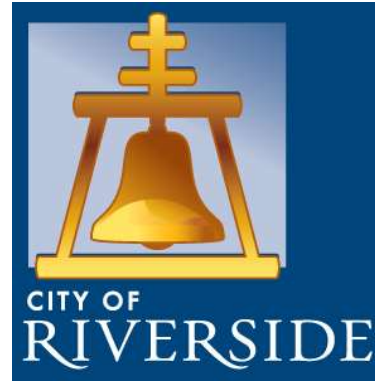


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EXPECTATIONS

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



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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



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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, 2026;
2. Recommend that City Council approve City Sponsorship support in the form of monetary funding and/or in-kind contributions of \$170,476.20 for charitable and community events, which are produced by local non-profit organizations;
3. Receive & review Table Sponsorship report for January 1 – June 30, 2025.
4. Authorize the City Manager, or his designee, to make non-substantive changes to the recommendations.

