



# CITY SPONSORSHIP PROGRAM FISCAL YEAR 2024/2025 – FALL CYCLE

PARKS, RECREATION, AND COMMUNITY  
SERVICES DEPARTMENT

November 21, 2024

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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

### 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**



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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



**Adrian Dell and  
Carmen Roberts  
Foundation**



**Mary S. Roberts  
Pet Adoption**



**Full Circle Players**



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## WHAT ARE OUR APPLICANTS PROMOTING AND SUPPORTING?











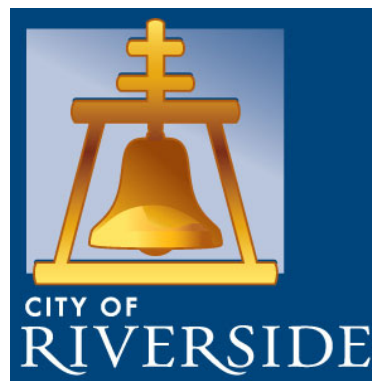

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## EXPECTATIONS

- 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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# 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



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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, 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.



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