

## **CITY SPONSORSHIP PROGRAM FISCAL YEAR 2025/2026 EVENTS/PROJECTS FROM JULY 1 – DECEMBER 31, 2025**

**Parks, Recreation Community Services  
Department**

**Economic Development Committee**

May 22, 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

### 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 (none reported for July 1 – December 31, 2024)



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## REQUIREMENTS

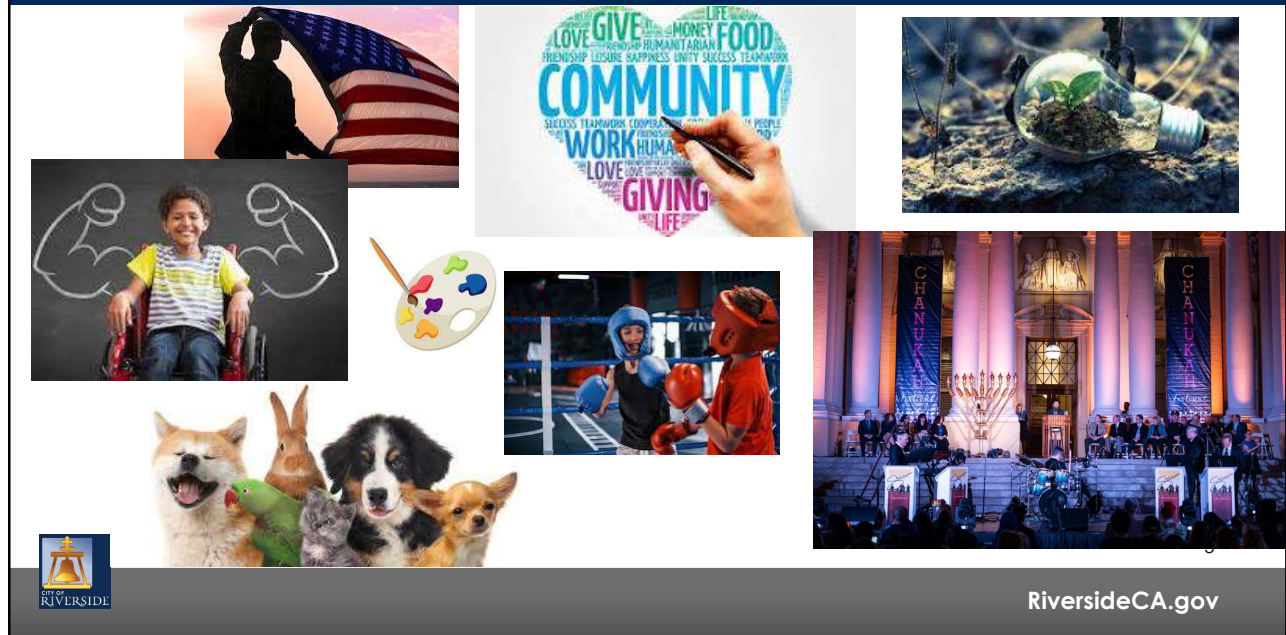
- City-Sponsored Events/Projects must:
  - Promote the City as a desirable destination
  - Enhance the quality of life for residents
  - Advance Riverside's multicultural community
  - Encourage neighborhood identity and pride
  - Promote cultural and artistic awareness
  - Include a significant outreach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



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## CITY SPONSORSHIP APPLICANT FOCUS AREAS

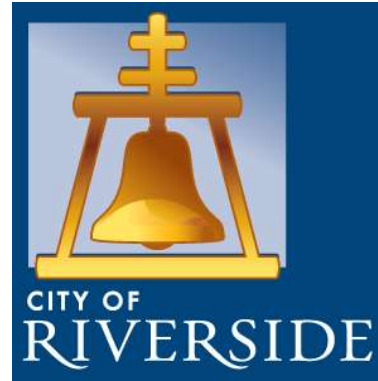


## A SAMPLING OF CURRENT APPLICANTS



## 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   | 6. Projected Cost per Participant      |
| 2. Previous Attendance  | 7. Cultural Program                    |
| 3. History of Service to Community  | 8. Diversity, Equity, Inclusion        |
| 4. Connection to the City Strategic Plan                                    | – Ability                              |
| 5. Eligible Monetary Request (50%, 35%, or 20%, based on previous requests) | – 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 July 1 – December 31, 2025;
2. Recommend that City Council approve City Sponsorship support, pending final budget approval for Fiscal Year 2025/2026, in the form of monetary funding and/or in-kind contributions of \$140,537 for charitable and community events, which are produced by local non-profit organizations; and
3. Authorize the City Manager, or designee, to make non-substantive changes to the recommendations.



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