



Agenda Item Summary Report

Meeting Date:
July 14, 2025

Submitted by:
Michelle Bailey Hedgepeth, Town Administrator
Regine Watson, Town Clerk

Item Title: Sponsorship of Events | July 2025 Update and Report (Information Only)

Sponsorship of Events– Overview (Information Only):

Work Session Item [X]
Council Meeting Item [X]

Documentation Attached:
Sponsorship Brochure

Recommended Action:

Report to the Council on the sponsorship material for future community events, and the Council may provide comments and feedback to staff on this matter.

Item Summary: Town staff has developed a sponsorship brochure to support funding opportunities for large-scale community events. The goal is to expand event offerings while reducing the Town's financial burden.

In preparing the materials, staff reviewed sponsorship models and collateral from the following municipalities:

- Rockville, MD
- Gaithersburg, MD
- Frederick, MD
- Fairfax, VA

Key considerations addressed during development included:

- **Purpose of Sponsorship:** To reduce the Town's reliance on general funds by offsetting event costs through external support.
- **Use of Sponsorship Funds:** Sponsorships will directly support event expenses, allowing the Town to broaden programming and engagement.
- **Review Process:** Town staff will evaluate all potential sponsors to ensure alignment with community standards and Town values.
- **Right to Decline:** The Town reserves the right to decline sponsorships that do not reflect the values or mission of the organization.

The Town Administrator is available to address any questions you may have regarding this initiative.

Budgeted Item: Yes [X] No [] NA
Budgeted Amount:
One-Time Cost:
Ongoing Cost: NA

Continued Date:

Council Priority: Yes [X] No []

Approved Date: