



## CITY COUNCIL AGENDA REPORT

**Meeting Date:** 1/16/2025

**From:** Jeff Franco, Recreation Coordinator

**Subject:** Request to Solicit Donations/Sponsorships for the 2025 Summer Concerts in the Park Series

### **Community Goal/Result**

Community Building, Fiscally Prudent

### **Purpose**

Facilitate a community-funded approach to the Concerts in the Park series to preserve traditions and provide opportunities for community connections.

### **Recommendation**

Grant permission to City staff, in coordination with the Parks & Recreation Commission, to seek donations/sponsorships from Brisbane residents and businesses for the 2025 Summer Concerts in the Park series.

### **Background**

The Concerts in the Park event series has existed in Brisbane for more than seventeen years. Community sponsorships and donations play a crucial role in supporting the summer concert series, ensuring that these events remain accessible, fun, and successful. Local businesses and individuals who contribute through financial support or in-kind donations help cover essential costs including band fees, sound engineers, equipment, and marketing. In turn, sponsors gain visibility and a positive association with the community which fosters healthy partnerships between business and residents. Ultimately, community involvement strengthens the cultural fabric of Brisbane, creating a vibrant and connected community for all to enjoy.

Each year, City staff work in tandem with the Parks & Recreation Commission, businesses, and residents to preserve these valued community events. The average annual sponsorship totals over the past seven years have ranged between \$11,000-\$14,000.

### **Discussion**

The Parks & Recreation department requests the Council's permission to solicit donations/sponsorships from Brisbane community members and businesses for the 2025 Summer Concerts in the Park series.

### **Fiscal Impact**

This community-based fundraising approach diminishes the burden on the City's general fund. Consistent with past fundraising efforts, staff aspire to secure \$11,000-\$14,000 in sponsorships and donations to cover all non-personnel expenses associated with facilitating the Summer Concert series.

**Attachments**

1. City of Brisbane Fundraising Plan
2. 2024 Sponsorship Brochure (*for reference*)

*Jeff Franco*

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Jeff Franco, Recreation Coordinator

*Jeremy Dennis*

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Jeremy Dennis, City Manager

# City of Brisbane Fundraising Plan

**Fundraising Plan Title and Purpose: *Please provide a title and description for your fundraising project.***

Request to Seek Donations/Sponsorships for the 2025 Summer Concerts in the Park Series

**Fundraising Participants: *Please list the names for all groups and individuals that will be conducting fundraising.***

Nicole Houghton, Recreation Supervisor  
Jeff Franco, Recreation Coordinator

**Donation Type/Amount: *Please describe the types and amount of donations that will be sought.***

Monetary Donations. There are 5 levels of sponsorships:  
**-Bronze: \$150 -Copper: \$300 -Silver: \$600 -Gold: \$1250 -Platinum: \$2500**  
*Staff will be working closely with the P&R Commission to strategize around varied fundraising efforts (i.e. selling branded merchandise, VIP attendee experiences).*

**Anticipated Donors: *Please describe who will be approached for donations.***

Brisbane community members & Brisbane businesses

**Donor Recognition Plan: *Please describe how donors will be recognized.***

Sponsors will be recognized on the signboards, posters that are hung on the gazebo in the Community Park, in City publications, and also by the City Council.

**Fundraising Timeline:**

Council Review of Fundraising Plan:	City Council Meeting, 1/16/2025
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Fundraising Start:	January 2025
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Fundraising Completion:	August 2025
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Council Review of Donations:	
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Donor Recognition Complete:	
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**Restrictions/Reporting: *Please identify any restrictions or reporting requirements associated with this fundraising plan.***

# APPLICATION

Submission Date: \_\_\_\_\_

## SPONSOR INFORMATION

Name: \_\_\_\_\_

Company: \_\_\_\_\_

*(If applicable)*

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

*(If applicable)*

## SPONSOR LEVELS

- Title Sponsor: \$2,500
- Gold Sponsor: \$1,250
- Silver Sponsor: \$600
- Copper Sponsor: \$300
- Bronze Sponsor: \$150

Please submit applications to:  
brisbanerec@brisbaneca.org or c/o Jeff Franco, Parks and Recreation Department, 50 Park Place, Brisbane, CA 94005

Please make checks payable to:  
City of Brisbane

## SPONSORSHIP SUPPORT

We would be honored to have your support for the 2024 Summer Concerts in the Park series! In exchange for your generosity, we offer opportunities for sponsor recognition within the Brisbane community as outlined under the Sponsor Levels. If you are interested in learning more about sponsorship opportunities please email us at [brisbanerec@brisbaneca.org](mailto:brisbanerec@brisbaneca.org).



“ This summer tradition is made possible due to the generous tax deductible donations made by our community. ”



Summer Concerts  
**SPONSORSHIP OPPORTUNITIES**

[brisbaneca.org/events](https://brisbaneca.org/events)



# ABOUT US

*"The mission of Parks & Recreation services in Brisbane is to engage and inspire a healthier community by providing fun, inclusive, innovative and safe parks, facilities and programs."*

We are excited to present the 2024 Summer Concerts in the Park series! In order to provide top notch entertainment and quality bands, we need your support!

Your generous donations will help significantly and we ask that you consider becoming a sponsor to make this Summer concert series the best yet.

The 2024 series will be held on select Fridays in July and select Sundays in August as outlined below. Your

sponsorship helps to create timeless memories for the Brisbane community!

The various levels of sponsorship are further detailed on the next page.

## Concert Line Up

- ✓ Friday, 7/12– Pride & Joy
- ✓ Friday, 7/19 – DJ Sharon sponsored by the Lion's Club
- ✓ Friday, 7/26 – Native Elements
- ✓ Sunday, 8/4 – Local Band: Con Kimba
- ✓ Sunday, 8/11 – Mercy & the Heartbeats

## Sponsor Levels

### Title Sponsor: \$2,500 & above

- Designated sponsor booth at one concert
- VIP perks at concerts
- Recognition on the City's digital signboards
- Sponsor acknowledgement at all concerts
- Sponsor recognition on concert swag
- Name & logo listed on gazebo sponsor banner
- + All items listed below

### Gold Sponsor: \$1,250

- Company logo or donor name on concert series promo flyers
- (2) Complimentary concert T-shirts
- + All items listed below

### Silver Sponsor: \$600

- Sponsorship acknowledgement in the City Manager's eBlast to the Brisbane community
- + All items listed below

### Copper Sponsor: \$300

- Company logo or donor name on the Brisbane P&R webpage
- Company logo or donor name recognition on promo board at concerts
- Company logo or donor name recognition on concert T-shirts
- + All items listed below

### Bronze Sponsor: \$150

- Highlight on Brisbane P&R social media
- Name listed in the City's monthly STAR newsletter
- Name listed on gazebo sponsor banner

**DISCLAIMER: Inclusion on printed materials requires sponsorship applications to be submitted by: June 3rd, 2024**

# MARKETING SPECIFICATIONS

To simplify the distribution of sponsor information and increase recognition, we ask that you are prepared to send the below materials based on your sponsorship level.

*\*Note: A high-resolution png format is preferred.*

## Company Logo

### Title/Gold/Silver/Copper Sponsors

To maximize sponsor recognition, we urge you to provide several versions of your logo (horizontal, vertical, square) that can be adapted for various promotional platforms.

*\*Format: png preferred, jpeg accepted.*

## eBlast

### Title/Gold /Silver Sponsors

Please prepare a brief marketing blurb to recognize your donation.

*\*100 word count maximum.*

## Social Media Highlight

### All Sponsors

Please prepare a brief blurb specifically designed for social media. Include a few photos, desired hashtags, and associated account handles for tagging purposes.

*\*100 word count maximum.*

***Anonymous donations are also welcomed!***

