



CITY COUNCIL AGENDA REPORT

Meeting Date: 2/5/2026

From: Jeff Franco, Recreation Coordinator

Subject: Request to Seek Donations/Sponsorships for the 2026 Summer Concerts in the Park Series

Recommendation

Staff recommends granting permission to seek donations/sponsorships from Brisbane community members and businesses for the 2026 Summer Concerts in the Park series.

Background

The Concerts in the Park series has been a longstanding tradition in Brisbane for more than 18 years. Community sponsorships have played a vital role in supporting the program, providing residents and local businesses with a meaningful opportunity to contribute to and engage in the delivery of high-quality entertainment for the community. Through this support, City staff are able to secure talented and professional bands for the concert series.

Each year, the City aims to continually elevate the quality of the program by featuring both community favorites and new, well-established performers that appeal to Brisbane residents. Typically, annual sponsorship contributions average between \$10,000 and \$13,000, directly supporting this objective and enhancing the overall success of the series.

Discussion

Parks & Recreation Commissioners and staff request permission to solicit donations/sponsorships from Brisbane community members and businesses for the 2026 Summer Concerts in the Park series. Traditional sponsor levels range in price from \$150-\$2,500 to accommodate individual and family donations as well as large business sponsorships. The P&R Commission concerts subcommittee aspires to explore additional methods for revenue generation this year which may include: an “Adopt a Concert” campaign, a “Gift of Music” tier which accepts donations of any amount, onsite donations, corporate matching, song dedications to loved ones, and more.

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 \$10,000-\$13,000 in sponsorships and donations to cover non-personnel expenses associated with facilitating the Summer Concert series.

Attachments

1. City of Brisbane Fundraising Plan
2. DRAFT 2026 Sponsor Brochure

Jeff Franco

Jeff Franco, Recreation Coordinator

Jeremy Dennis

Jeremy Dennis, City Manager

City of Brisbane Fundraising Plan

Fundraising Plan Title and Purpose: <i>Please provide a title and description for your fundraising project.</i>	
Request to Seek Donations/Sponsorships for the 2026 Summer Concerts in the Park Series	
Fundraising Participants: <i>Please list the names for all groups and individuals that will be conducting fundraising.</i>	
Nicole Houghton, Recreation Supervisor Jeff Franco, Recreation Coordinator Parks & Recreation Commissioners	
Donation Type/Amount: <i>Please describe the types and amount of donations that will be sought.</i>	
Monetary and in-kind donations. There are 5 levels of sponsorships: Bronze: \$150 Copper: \$300 Silver: \$600 Gold: \$1250 Platinum: \$2500	
Anticipated Donors: <i>Please describe who will be approached for donations.</i>	
Brisbane community members & Brisbane businesses	
Donor Recognition Plan: <i>Please describe how donors will be recognized.</i>	
Sponsors/Donors will be recognized on the signboards, posters on the gazebo in the Community Park, in city publications, on social media, and also by the City Council.	
Fundraising Timeline:	
Council Review of Fundraising Plan:	City Council Meeting on 2/5/26
Fundraising Start:	February 2026
Fundraising Completion:	July/August 2026
P&R Commission Report of Donations:	September/October 2026
Donor Recognition Complete:	October 2026
Restrictions/Reporting: <i>Please identify any restrictions or reporting requirements associated with this fundraising plan.</i>	
n/a	

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 2026 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.



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



Summer Concerts
**SPONSORSHIP
OPPORTUNITIES**

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 2026 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 2026 series will be held...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 Dates

TBD

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 swag
- + 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 swag
- + 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 5th, 2026

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!

