



STAFF REPORT
10/14/2026

TO: Honorable Mayor and City Council Members

FROM: Kendra Reif, Community Development Director

PREPARED BY: Kendra Reif, Community Development Director

SUBJECT: Approval of Three-Year Sponsorship Agreement with the SoCal Arena Company, LLC, in connection with the Coachella Valley Lakers, with a Base Sponsorship Fee of \$46,824.

STAFF RECOMMENDATION:

Staff recommends that the City Council adopt Resolution No. 2026-56 to approve a three-year Sponsorship Agreement with SoCal Arena Company, LLC (“SCAC”), in connection with the Coachella Valley Lakers, with a total base sponsorship fee of \$46,824, and authorize the City Manager to execute the Sponsorship Agreement and any related documents, subject to approval as to form by the City Attorney.

FISCAL IMPACT:

The proposed Sponsorship Agreement is for a three-year term. The first-year cost is \$15,000, with a four percent (4%) annual escalation in subsequent years. Based on the proposed escalation, the sponsorship fees are as follows:

Contract Year	Sponsorship Fee
Year 1	\$15,000
Year 2	\$15,600
Year 3	\$16,224
Total Base Sponsorship Fee	\$46,824

The first-year sponsorship fee was not included in the City's adopted annual budget for fiscal year 26/27 and would be funded from the General Fund. If approved, subsequent sponsorship fees would be included in the City's annual budgets for fiscal years 27/28 and 28/29. The total base sponsorship fee over the three-year term is \$46,824.

The City may incur additional incidental costs associated with its utilization of certain sponsorship benefits, including costs associated with the production of advertising materials and on-site

activations. Any sponsorship benefits associated with CV Lakers playoff games are excluded from the base sponsorship fee and would be subject to separate mutual agreement and additional fees.

EXECUTIVE SUMMARY:

The Coachella Valley Lakers, an NBA G League affiliate of the Los Angeles Lakers, are beginning operations in the Coachella Valley and will play home games at Acrisure Arena. SoCal Arena Company, LLC has presented the City of Coachella with an opportunity to enter into a three-year Sponsorship Agreement in connection with the Coachella Valley Lakers. The sponsorship is intended to provide the City with regional visibility, community engagement opportunities, promotional exposure, and access to Lakers-related experiences.

Under the proposed Sponsorship Agreement, the City would be designated as a non-exclusive “Official Partner” of the Coachella Valley Lakers and would receive a combination of digital and in-arena advertising, ticketing and hospitality benefits, promotional and activation opportunities, social media integration, and approved use of Coachella Valley Lakers team marks and intellectual property.

The proposed Sponsorship Agreement would have a three-year term, with a base sponsorship fee of \$15,000 for the first Contract Year and a four percent (4%) annual increase in each subsequent Contract Year, for a total base sponsorship fee of \$46,824. The first-year sponsorship fee was not included in the City’s adopted Fiscal Year 2026-27 budget and would therefore be funded from the General Fund.

BACKGROUND:

The Coachella Valley Lakers are joining the NBA G League and will play their home games at Acrisure Arena. As part of the team’s introduction to the region, SoCal Arena Company, LLC has offered the City an opportunity to become an Official Partner of the Coachella Valley Lakers. The proposed sponsorship is intended to connect the City with a new regional sports and entertainment organization while providing opportunities to promote the City of Coachella to residents and visitors throughout the Coachella Valley.

The Sponsorship Agreement provides benefits in several areas, including in-arena advertising, hospitality and ticketing, game-day activations and promotions, intellectual property rights, social media integration, and opportunities for community engagement.

DISCUSSION:

The proposed Sponsorship Agreement would provide the City with a variety of promotional and community engagement benefits throughout each Contract Year.

According to information provided by SCAC and the Coachella Valley Lakers, the Cities of Palm Desert, Palm Springs, Indian Wells, and La Quinta are also participating in similar sponsorship arrangements with the Coachella Valley Lakers. To provide comparable in-arena exposure among

the participating municipalities, each participating city is anticipated to receive designated sponsorship benefits at four (4) regular-season home games per Contract Year.

The City would receive in-arena advertising at four (4) regular-season Coachella Valley Lakers home games each Contract Year. These benefits include courtside and hoop stanchion LED signage, Arena bowl LED ring signage, thirty-second advertisements on the in-Arena replay screen, and rotational in-Arena IPTV exposure. The City would also receive social media integration as mutually agreed upon by the parties.

The City would receive sixty (60) group tickets to regular-season Coachella Valley Lakers home games each Contract Year, which may be utilized in groups of ten (10), with games mutually agreed upon and subject to availability. The City would also receive six (6) lower-bowl tickets for each of the four (4) games at which the City receives the specified in-arena advertising benefits, for a total of twenty-four (24) lower-bowl tickets per Contract Year.

These ticketing opportunities could be utilized, as appropriate and consistent with applicable City policies and laws, to support community engagement, City programs, recognition activities, or other City purposes.

Additional sponsorship benefits include one (1) in-game feature at four (4) regular-season home games each Contract Year and the opportunity to conduct on-site activations at two (2) mutually agreed-upon home games each Contract Year. Activation details are subject to SCAC approval, and the City would be responsible for costs associated with such activations, including staffing.

The Sponsorship Agreement also provides the City with a non-exclusive right to use the Coachella Valley Lakers marks, subject to the terms of the agreement and applicable G League requirements. These benefits provide opportunities for the City to promote City programs, events, services, tourism, economic development initiatives, and other community-focused activities to a broader regional audience.

The proposed sponsorship creates additional opportunities for collaboration and community engagement between the City and the Coachella Valley Lakers while increasing regional visibility for the City of Coachella.

ENVIRONMENTAL REVIEW:

The City Council finds that the proposed action is not a project subject to the California Environmental Quality Act ("CEQA") because it involves an organizational and administrative activity of the City that will not result in direct or reasonably foreseeable indirect physical changes in the environment pursuant to State CEQA Guidelines Section 15378(b)(5).

ALTERNATIVES:

1. Adopt Resolution No. 2026-56 approving a three-year Sponsorship Agreement with SoCal Arena Company, LLC, in connection with the Coachella Valley Lakers, with a total base

sponsorship fee of \$46,824, and authorize the City Manager to execute the Sponsorship Agreement and any related documents, subject to approval as to form by the City Attorney.

2. Decline to approve the Sponsorship Agreement and provide alternative direction to staff.

RECOMMENDED ALTERNATIVE(S):

Staff recommends Alternative No. 1.

ATTACHMENTS:

1. Resolution No. 2026-56
2. Coachella Valley Lakers City Sponsorship Presentation
3. Sponsorship Agreement