



STAFF REPORT
City of Dripping Springs
PO Box 384
511 Mercer Street
Dripping Springs, TX 78602

Submitted By: Caylie Houchin; Community Events Coordinator

City Council Meeting Date: November 15, 2022

Agenda Item Wording: Approval of Parks & Community Services Sponsorship Program. *Sponsor: Council Member Parks.*

Agenda Item Requestor: Caylie Houchin

Summary/Background: The purpose of The Sponsorship program is to give local businesses an opportunity to give back to the community by helping provide family friendly programs and events.

In the past, staff has solicited sponsors for each individual event and customized each sponsorship agreement to meet the needs of the sponsor. This is a year-round sponsorship program that includes recognition for each sponsor at all existing and new events by the Parks & Community Services Department. If a business is interested in becoming a title sponsor for an event, a customized agreement and sponsorship fee will be created.

The Parks and Community Services Department is budgeted to collect \$2000 in revenue in sponsorships in the 2023 budget. Funds from the sponsorship program will be used on supplies, equipment, and advertising for new and established events. Established events include Bark in the Park, Float and Flick, Festival of Flight, Star Parties, and Park Clean-Up Days.

Interested sponsors will find the Sponsorship flyer posted on the Parks & Community Services Page of the City website, or on Facebook. Potential Sponsors will be able to register and pay for their sponsorship online through CivicRec or in person. City Staff will create all marketing materials for the programs/events, which is then approved by Communications and Marketing Director, Lisa Sullivan.

Commission Recommendation: Parks and Recreation Commission recommends to City Council support the proposed PCS Sponsorship Program on 11/07/2022 by a vote of 7/0.

Staff Recommendation: Approve PCS Sponsorship Program

Attachments: - PCS Sponsorship Flyer

Next Steps/Schedule: Implementation date of January 1, 2023.