



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

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**Submitted By:** Caylie Houchin; Community Events Coordinator

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**Commission Meeting Date:** November 7, 2022

**Agenda Item Wording:** Discuss and consider a recommendation to the City Council regarding proposed Parks & Community Services Sponsorship Program.

**Agenda Item Requestor:**

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**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 People & Communications Director, Lisa Sullivan.

**Commission Recommendation:**

**Staff Recommendation:** Approve PCS Sponsorship Program

**Attachments:** - PCS Sponsorship Flyer

**Next Steps/Schedule:** Send to City council for final approval.