



DDA ACTION SUMMARY SHEET

MEETING DATE: August 19, 2025

TOPIC Presentation – New Sponsor/Engagement Program

BACKGROUND BRIEF:

The Executive Director was able to research and find a new program/platform to assist the Executive Team in preparing and focusing our efforts in re-building a sponsor and program engagement network and roster. The DDA has long relied on sponsors to support its programming and effort beyond the base TIF capital and staffing requirements. In the past three years sponsorships, and the means by which they are sought, have changed dramatically.

The SeeMyLegacy program is a very successful and recommended platform for the creation of campaign based sponsor, volunteer and engagement opportunities. The Executive Director will detail the platform, and its benefits in a short presentation.

It is recommended the DDA secure an initial subscription contract with See My Legacy in the annual amount of \$2,499.00 and set an immediate goal of building and launching campaigns for sponsorship of all scheduled events for the remaining calendar year.

FINANCIAL IMPACT:

The Annual Subscription may be funded from Contracted Services 248-728-801-000 without budget impact.

RECOMMENDED MOTION:

Move to approve an annual contract with See My Legacy in the amount of \$2,499 with funding from GL 248-728-801-000, further authorizing the transaction by credit card.