



# CITY COUNCIL AGENDA ITEM BRIEFING SHEET

<b>Council Date:</b> 2-11-25	<b>Department:</b> Marketing and Communications	<b>Presented By:</b> Communications Director
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**AGENDA ITEM: Discussion/Approval: sponsorship of 760 Fest**

**BACKGROUND:** The team behind 760 Magazine will be holding “760 Fest” on April 26, 2025 at The District. This presents an excellent opportunity for the city to star as the Diamond Sponsor, which includes a long list of promotions and other opportunities for the city.

**STAFF/BOARD/COMMISSION RECOMMENDATION:** Staff recommends approval of the Diamond Level sponsorship for 760 Fest.

**EXHIBITS:**

Festival/sponsorship information provided by 760 Fest.

<b>ADDITIONAL INFO:</b>	<b>FINANCIAL INFO:</b>	
	<b>Cost</b>	\$12,500
	<b>Source of Funding</b>	HOT funds