



Diversity, Equity and Inclusion (DEI) Committee Staff Report

Date: April 8, 2025

From: Zoe Mombert, Assistant to the City Manager

Subject: DEI Committee Event Sponsorships

Recommended Action:

Discuss event sponsorship opportunities and how to best fundraise collaboratively as a committee for all events.

Background:

The City of Wilsonville DEI Committee has two projects which currently accept sponsorships. There seems to be an interest in continuing to offer the Juneteenth and Las Posadas events. To continue to offer the Juneteenth event and enhance the Las Posadas event sponsorships need to be secured. Current sponsorships are provided by local businesses that have working relationships with City staff or committee members. A personal request can be very beneficial.

Additionally, event planning is more successful when they are planned in advance. This requires that staff and subcommittees know how much money is available, from sponsors, to host the events. Since there is an interest in adding a Pride sponsorship opportunity, it was requested that we discuss the overall approach to ensure that it is more organized.

It is recommended that the committee fundraise for all events in the fall and have sponsors identified for the following year in the first part of the calendar year.

Fiscal Implications:

The City of Wilsonville does not have a budget for the DEI Committee and associated programs. To provide meaningful community events such as Juneteenth, Las Posadas and a more robust Pride event, sponsorships must be ensured. Additional sponsorship will allow for event activities and programming to continue in the future.

Steps Following Approval:

Committee members to identify potential local businesses to contact for DEI event sponsorship opportunities. Additionally, committee members will divide the list to ensure that only one committee member is reaching out to each business for the remaining events in 2025 and plan for calendar year 2026.

Attachments:

Juneteenth -Sponsorship Packet (2025)

Las Posadas -Sponsorship Packet (2024)