



City Council Memorandum

To: Mayor Fasbender & City Council Members

From: Paige Marschall Bigler, Recreation Programming Specialist

Date: January 22, 2019

Item: Accepting Sponsorship

Council Action Requested: Accept Ardent Mills Sponsorship of \$2,000.00 for Movies in the Park; which is a part of Rotary Pavilion Programming for 2019.

Background Information: The City of Hastings and Ardent Mills signed a mutual agreement as part of the 2019 Movies in the Park sponsorship. It is recommended the consideration and acceptance of the monetary sponsorship.

Financial Impact: We will continue to include sponsorships as a revenue item as part of the budget process to offset programming costs; specifically costs for Movies in the Park.

Advisory Commission Discussion:

None

Council Committee Discussion:

None

Attachments:

- Movies in the Park Sponsorship Form
- Movies in the Park Mutual Agreement



City of Hastings Parks and Recreation
 920 West 10th Street
 Hastings, MN 55033
 Direct (651)-480-6182 Fax (651)-437-5396
 www.hastingsmn.gov

2019
 Movies in the Park
 Sponsorship

SPONSOR NAME: Ardent Mills

This informational form is accompanied by a Mutual Sponsorship Agreement

SPONSOR INFORMATION:

Contact Name Brian Dunekacke, Regional Plant Manager Julie Nell, Operations Support Specialist II		Business Phone (651) 829-8449
Address 2005 Vermillion Street		Home Phone ()
City Hastings		Cell Phone ()
State MN	Zip 55033	Fax # ()
Email Brian.Dunekacke@ardentmills.com		Website www.ardentmills.com
TYPE OF SPONSORSHIP Rotary Pavilion Program Sponsor		

2019 Movies in the Park Description: The purpose of Movies in the Park is to provide a sense of community pride and cohesiveness, to invite the community and visitors to utilize the new facility space, and to create community connections between individuals, businesses and organizations. Movies in the Park will consist of six separate movies showings once a month from June through September. Each showing will be held at the Rotary Pavilion located at 20 Ramsey Street, Hastings, MN 55033. The movies are free of charge to attendees made possible by Ardent Mills Sponsorship. The movie options were chosen with the intent of attracting a variety of ages, while providing a family friendly atmosphere.

2019 Movies in the Park – Date & Movie

Friday, June 14 Begins at Dusk	Beauty & the Beast – 17' Fantasy - PG
Friday, June 28 Begins at Dusk	The Flintstones – 94' Comedy - PG
Friday, July 12 Begins at Dusk	Wreck it Ralph 2 – 18' Adventure – PG
Friday, Aug 9 Begins at dusk	Incredibles 2 – 18' Action- PG
Friday, Aug 23 Begins at Dusk	The Wizard of Oz – 39' Sci-Fi – PG
Friday, Sept. 13 Begins at Dusk	Wonder Park – 19' Comedy - PG

Date and title may be subject to change.

Ardent Mills Community Outreach Package \$2,000.00

- Hunger Relief localized by providing a non-perishable bin for attendees to donate to Hastings Family Service.
- Recognition of sponsorship through Hastings City Council
- Sponsorship acknowledgement on City of Hastings Facebook Event postings for Movies in the Park
- Ardent Mills listed on City of Hastings Programs and Events Webpage
- Ardent Mills Banner displayed during 2019 Movies in the Park Events
- Ardent Mills acknowledged on 2019 Calendar of Events promotional posters
- Ardent Mills acknowledged in articles and interviews with local media: KDWA, HCTV, Hastings Star Gazette

\$2,000.00 SPONSORSHIP PAYMENT: Cash Check # _____ Credit Card

Credit Card Payment:

If you are emailing or faxing this form, please do not include your credit card information on it. Please call Hastings Parks and Recreation 651-480-6182 with the credit card information.

Discover MC Visa Amount: \$ _____

Name on Card: _____

Card Number: _____

Exp. Date: ____ / ____ Signature: _____

OFFICE USE ONLY:

Date Received: 1/14/2019

Time Received: 8:42

am/pm

Received: In-person Drop

Box Mail Fax

Email

Received By:

[Signature]



City of Hastings – Parks and Recreation Department
 2019 Movies in the Park Sponsorship
 Mutual Agreement
 Sponsorship Request: \$2,000.00

Ardent Mills Sponsorship Role:

Below are the benefits of the sole sponsorship for the 2019 Movies in the Park:

- Enter into a sole sponsorship paid by *Ardent Mills* for the 2019 Movies in the Park Series; paid no later than April 1, 2019. Made payable to the *City of Hastings* and submitted to: Hastings Parks and Recreation, 920 West 10th Street, Hastings, MN 55033
- Hunger Relief localized by providing opportunities for attendees to bring a non-perishable food shelf donation to events. Donations will be collected in a labeled bin and brought to Hastings Family Service four times throughout the summer. *City of Hastings* will create signage, bin and organize drop-off with Hastings Family Service.
- Recognition of sponsorship commitment through Hastings City Council. The Parks and Recreation Department will submit recognition to Hastings City Council.
- Sponsorship acknowledgement on the City of Hastings Facebook Event postings for Movies in the Park June – September 2019. The Parks and Recreation Department will develop postings throughout the promotional timeframe.
- *Ardent Mills* listed as sole sponsor on City of Hastings Rotary Pavilion, Programs and Events Webpage. Webpage: www.hastingsmn.gov/programsandevents design by *City of Hastings*.
- *Ardent Mills* banner displayed during 2019 Movies in the Park events. Banner designed, printed and posted provided by the *City of Hastings* using logo previously provided by *Ardent Mills*.
- *Ardent Mills* acknowledged on 2019 Calendar of Events promotional posters. Posters designed and printed through a local vendor and distributed by *The City of Hastings*.
- *Ardent Mills* acknowledged in articles and interviews with local media outlets including: KDWA, HCTV, and Hastings Star Gazette. Interviews and articles provided by *The City of Hastings*

Point of Contact:

City of Hastings, Parks and Recreation Department
 Paige Marschall Bigler, Recreation Programming Specialist
 P: 651-480-6182 E: pmarschall@hastingsmn.gov

2019 Sponsorship Statement:

The 2019 sponsorship is based on present costs only. The 2020 sponsorship level is not guaranteed and subject to change.

Trade Agreement Disclaimer

Ownership of Promotional Materials: Any plan, idea and all promotional materials created by Ardent Mills or City of Hastings Parks and Recreation Department shall be and will remain the property of both parties unless formally agreed upon.

Agreement

The *City of Hastings Parks and Recreation Department*, and *Ardent Mills* agree to the terms and the sponsor partnership as outlined above.

Paige Marshall Bigler

City of Hastings Representative

1/4/19

Date

Julie Nell

Ardent Mills Representative

1-15-19

Date

--End--