



City Council Memorandum

To: Mayor Fasbender & City Council Members

From: Paige Marschall Bigler, Recreation Programming Specialist

Date: February 4, 2019

Item: Accepting Sponsorship

Council Action Requested: Accept SMEAD Manufacturing Sponsorship check of \$1,000.00 for Performances in the Park; which is a part of Rotary Pavilion Programming for 2019.

Background Information: The City of Hastings and SMEAD Manufacturing Company signed a mutual agreement as part of the 2019 Performances in the Park sponsorship. It is recommended the consideration and acceptance of the sponsorship check.

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 Performances in the Park.

Advisory Commission Discussion:

None

Council Committee Discussion:

None

Attachments:

- Performances in the Park Sponsorship Form
- Performances 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

VIII-02

Performances in the Park Sponsorship

SPONSOR NAME: SMEAD Manufacturing Company	This informational form is accompanied by a Mutual Sponsorship Agreement
--	--

SPONSOR INFORMATION:	
Contact Name Dawn Finholdt	Business Phone (651) 438-2076
Address 600 Smead Blvd.	Home Phone ()
City Hastings	Cell Phone ()
State MN Zip 55033	Fax # (651) 480-3668
Email dawn.finholdt@smead.com	Website www.smead.com
TYPE OF SPONSORSHIP Rotary Pavilion Program Sponsor	

2019 Performances in the Park Description: The goals of the 2019 Performances in the Park Series is to provide a sense of community pride and cohesiveness, to invite the community and visitors to utilize the outdoor facility, and create community connections between individuals. The 2019 Performances in the Park will consist of four separate Performances once a month from June through September. Performances take place on the third Tuesday of each month at 6:00 p.m. Each will be held at the Rotary Pavilion located at 20 Ramsey Street, Hastings, MN 55033. The Performances are free of charge to attendees. The entertainers were chosen with the intent of attracting a variety of ages, while providing a family friendly atmosphere.

2019 Performances in the Park	
June 18 th 6:00 p.m.	TBD
July 16 th 6:00 p.m.	MN Dance Collaborative
August 20 th 6:00 p.m.	Children's Castle Theatre - Disney's Tarzan
September 17 6:00 p.m.	TBD

Please contact Paige Marschall Bigler, Recreation Programming Specialist if additional information is needed. Performances subject to change.

- SMEAD Manufacturing Company – Community Outreach Package \$1,000.00**
- Recognition of sponsorship through Hastings City Council
 - Acknowledgement on 2019 Calendar of Events promotional posters
 - Recognition in City of Hastings Spring Newsletter
 - Acknowledgement in articles and interviews with local media: KDWA, HCTV, Hastings Star Gazette
 - SMEAD Sponsorship acknowledgement on City of Hastings Facebook postings
 - SMEAD listed on City of Hastings Programs and Events Webpage

\$1,000.00 SPONSORSHIP PAYMENT: Cash Check # 444128 Credit Card
 Checks can be made payable to: City of Hastings

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: 1/22/2019
 Time Received: 9:33
 am/pm

Received: In-person Drop
 Box Mail Fax
 Email

Received By: [Signature]



City of Hastings – Parks and Recreation Department
2019 Performances in the Park Sponsorship
Mutual Agreement
Sponsorship Request: \$1,000.00

SMEAD Manufacturing Company: Sponsorship

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

- Enter into a sole sponsorship paid by *SMEAD Manufacturing Company* for the 2019 Performances in the Park 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
- 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 Performances in the Park June – September 2019. The Parks and Recreation Department will develop postings throughout the promotional timeframe.
- *SMEAD* listed as sponsor on City of Hastings Rotary Pavilion, Programs and Events Webpage. Webpage: www.hastingsmn.gov/programsandevents design by *City of Hastings*.
- *SMEAD* acknowledged on 2019 Calendar of Events promotional posters. Posters designed and printed through a local vendor and distributed by *The City of Hastings*.
- *SMEAD* 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*.
- *SMEAD* recognized in the City of Hastings Spring Newsletter as sponsor of Performances in the Park.

Point of Contact:

City of Hastings, Parks and Recreation Department
Paige Marschall Bigler, Recreation Programming Specialist
Phone: 651-480-6182 E-mail: 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 SMEAD 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 *SMEAD Manufacturing Company* agree to the terms and the sponsor partnership as outlined above.

Paige Marschall Bigler

City of Hastings Representative

1/4/19

Date

Sharon Ju Koel

SMEAD Representative

1-17-2019

Date

--End--