

***City Council Memorandum***

To: Mayor Fasbender & City Council Members

From: Paige Marschall Bigler, Recreation Programming Specialist

Date: February 18, 2020

Item: Accepting Sponsorship

Council Action Requested: Accept SMEAD Manufacturing Sponsorship check of \$1,000.00 for Performances in the Park.

Background Information: The City of Hastings organizes and implements a wide variety of family friendly programming each year. The City has routinely supplemented annual budget allocations through our Sponsorship Program, and this year is no different. SMEAD Manufacturing Company has offered their sponsorship for the 2020 Performances in The Park series.

Staff are supportive of this sponsorship and recommend acceptance.

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 Mutual Agreement
- Performances in the Park Sponsorship Form



City of Hastings – Parks and Recreation Department
 2020 Performances in the Park Sponsorship
 Mutual Agreement
 Sponsorship Request: \$1,000.00

Enter into a \$1,000 sponsorship paid by *SMEAD Manufacturing Company* for the 2020 Performances in the Park Series; paid no later than April 1, 2020. Made payable to the *City of Hastings* and submitted to: Hastings Parks and Recreation, 920 West 10th Street, Hastings, MN 55033

SMEAD Manufacturing Company Sponsorship Benefits for 2020 Performances in the Park

- 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 2020. 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 2020 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. 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

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

Digitally signed by Paige Marschall
 DN: cn=Paige Marschall, o=City of Hastings, ou=City of Hastings, email=pmarschall@hastingsmn.gov, c=US

1/28/20

City of Hastings Representative

Date

Sharon Owen

1-28-2020

SMEAD Representative

Date



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

2020 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		City Hastings
State MN	Zip 55033	Fax #
Email dawn.finholdt@smead.com		Website www.smead.com

TYPE OF SPONSORSHIP Levee Park Rotary Pavilion - Program Sponsor

2020 Performances in the Park Description: The goals of the 2020 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 2020 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.

2020 Performances in the Park

June 16 th 6:00 p.m.	Afoutayi – Haitian Dance
July 21 st 6:00 p.m.	Ragamala – South Indian Dance
August 18 th 6:00 p.m.	BRKFST – Break Dance
September 15 6:00 p.m.	Enso Daiko – Japanese Drumming

Promotional materials to follow in Spring 2020.
Performances subject to change.

SMEAD Manufacturing Company – Community Outreach Package \$1,000.00

- Recognition of sponsorship through Hastings City Council
- Acknowledgement on 2020 Calendar of Events promotional posters
- Recognition in City of Hastings Spring Newsletter
- Acknowledgement in articles and interviews with local media
- SMEAD Sponsorship acknowledgement on City of Hastings Facebook postings
- SMEAD listed on City of Hastings Programs and Events Webpage

\$1,000.00 SPONSORSHIP PAYMENT to City of Hastings: Cash Check # 446460 Credit Card

Credit Card Payment: Call the Parks and Recreation Department, 651-480-6182 with payment for processing or in person at our Parks Office: 920 10th Street West, Hastings MN 55033

Check Payment: Submit to City of Hastings, Parks and Recreation Department, 920 10th Street West, Hastings 55033

OFFICE USE ONLY:

Date Received: 2/3 /2020

Time Received: 1:20 am/pm

Received: In-person Drop Box Mail Fax Email

Received By:

Paige M. [Signature]