



City Council Memorandum

To: Mayor Fasbender & City Council Members

From: Paige Marschall Bigler, Recreation Programming Specialist

Date: July 6, 2020

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 2020.

Background Information: The City of Hastings and Ardent Mills signed a mutual agreement as part of the 2020 Movies in the Park sponsorship. It is recommended the consideration and acceptance of the monetary sponsorship, even with the schedule changes.

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 Mutual Agreement
- Movies in the Park Sponsorship Form



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
Movies in the Park
Sponsorship

SPONSOR NAME: Ardent Mills	This informational form is accompanied by a Mutual Sponsorship Agreement
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SPONSOR INFORMATION:

Contact Name Julie Nell	Business Phone 651-829-8449
Address 2005 Vermillion St.	City Hastings
State MN Zip 55033	Fax # ()
Email julie.nell@ardentmills.com	Website www.ardentmills.com
TYPE OF SPONSORSHIP Rotary Pavilion Programming	

2020 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 outdoor facility space, and to create community connections between individuals, businesses and organizations. Movies in the Park will consist of six separate movies showings 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.

2020 Movies in the Park – Date & Movie

Friday, June 12 Begins at Dusk	Frozen 2 – 19' Fantasy - PG
Friday, June 26 Begins at Dusk	TBD History
Friday, July 24 Begins at Dusk	Toy Story 4 – 19' Adventure – G
Friday, Aug 14 Begins at dusk	The Mighty Ducks – 92' Sport- PG
Friday, Aug 28 Begins at Dusk	Secret Life of Pets 2 – 19' Comedy – PG
Friday, Sept.25 Begins at Dusk	The Karate Kid – 84' Drama - 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 *Ardent Mills* 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 2020 Movies in the Park Events
- *Ardent Mills* acknowledged on 2020 Calendar of Events promotional posters
- *Ardent Mills* acknowledged in articles and interviews with local media

\$2,000.00 SPONSORSHIP PAYMENT TO CITY OF HASTINGS: Cash Check # _____ Credit Card

Credit Card Payment:

If you are paying with a Credit Card, please 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: ____/____/2020

Time Received: ____: ____ am/pm

Received: In-person Drop Box Mail Fax Email

Received By: _____



City of Hastings – Parks and Recreation Department
 2020 Movies in the Park Sponsorship
 Mutual Agreement
 Sponsorship Request: \$2,000.00

Enter into a \$2,000 sponsorship paid by *Ardent Mills* for the 2020 Movies 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

Ardent Mills Sponsorship benefits for 2020 Movies in the Park

- 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 throughout the summer. *City of Hastings* staff member 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 staff member will submit a City Council Memorandum.
- Sponsorship acknowledgement on the City of Hastings Facebook Event postings for Movies in the Park June – September 2020. City Staff will develop postings throughout the promotional timeframe.
- *Ardent Mills* listed as a sponsor on City of Hastings Rotary Pavilion, Programs and Events Webpage. Webpage: www.hastingsmn.gov/programsandevents design by *City of Hastings* Parks and Recreation staff member.
- *Sponsored By: Ardent Mills* banner displayed during 2020 Movies in the Park events. Banner designed, printed and posted by City staff member during event. Provided by the *City of Hastings* using logo previously provided by *Ardent Mills*.
- *Ardent Mills* acknowledged on 2020 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. Interviews and articles provided by *The City of Hastings* and/or in partnership with *Ardent Mills*.

Point of Contact:

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

Agreement

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

 City of Hastings Representative

Julie Nell

 Ardent Mills Representative

 Date

6-24-20

 Date