



City Council Memorandum

To: Mayor Fasbender & City Council Members

From: Paige Marschall Bigler, Recreation Programming Specialist

Date: February 21, 2023

Item: Accepting Sponsorship

Council Action Requested: Accept SMEAD Manufacturing Sponsorship of \$1,000.00 for a Performance in the Park in 2023 at the Rotary Pavilion in Levee 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. SMEAD Manufacturing Company has offered their sponsorship for one of the 2023 Performance in The Park shows. 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 & 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

2023 VIII-14
 Performances in the Park
 Sponsorship

SPONSOR NAME: SMEAD Manufacturing Company	This informational form is accompanied by a Mutual Sponsorship Agreement
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SPONSOR INFORMATION:	
Contact Name:	Business Phone:
Email:	Address:
Type of Sponsorship: <i>Partnering sponsor</i>	

2023 Performances in the Park Description: The goals of the 2023 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 2023 Performances in the Park will consist of 4 separate Performances from June through September. Performances take place on 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 and demographics, while providing a family friendly atmosphere.

2023 Performances in the Park	
June 27 th 6:00 p.m.	Circus Science Spectacular
July 25 th 6:00 p.m.	Madagascar Jr.- Live Theater
August 22 6:00 p.m.	Comic Stunt Juggler
September 12 th 6:00 p.m.	To Be Determined
Promotional materials to follow in Spring 2023. Performances subject to change.	

- SMEAD Manufacturing Company – Community Outreach Package \$1,000.00**
- Recognition of sponsorship through Hastings City Council
 - Acknowledgement on 2023 Calendar of Events promotional poster
 - Recognition in City of Hastings Summer 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 #** _____ **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

OFFICE USE ONLY:				
Date Received: ____/____/2023				
Time Received: ____: ____				
Received: In-person	Drop Box	Mail	Email	Received By: _____



City of Hastings – Parks and Recreation Department
2023 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 2023 Performances in the Park Series; paid no later than April 1, 2023. 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 2023 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 2023. 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 2023 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.

City of Hastings Representative

Date

SMEAD Representative

Date