



City Council Memorandum

To: Mayor Fasbender & City Council Members

From: Paige Marschall Bigler, Recreation Programming Specialist

Date: March 18, 2024

Item: Accepting Sponsorship

Council Action Requested: Accept SMEAD Manufacturing Sponsorship of \$1,000.00 for our Summer Programming at Levee Park in 2024.

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 our summer programming at Levee Park. 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.

Advisory Commission Discussion:

None

Council Committee Discussion:

None

Attachments:

- 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

2024
 Levee Park
 Summer Programs
 Sponsorship

SPONSOR NAME: SMEAD Manufacturing Company	This informational form is accompanied by a Mutual Sponsorship Agreement
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SPONSOR INFORMATION:	
Contact Name: Sandy Keil	Business Phone: 651-438-2076
Email: sandy.keil@smead.com	Address: 600 Smead Blvd. Hastings, MN 55033
Type of Sponsorship: <i>Partnering sponsor</i>	

2024 Summer Programs: The goals of the 2024 Summer Programs and Levee Park 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. Programs will be held at the Rotary Pavilion located at 20 Ramsey Street, Hastings, MN 55033. Programs are free of charge to attendees. Entertainers will be chosen with the intent of attracting a variety of ages and demographics, while providing a family friendly atmosphere.

- SMEAD Manufacturing Company – Community Outreach Package \$1,000.00**
- Recognition of sponsorship through Hastings City Council
 - Acknowledgement on 2024 Levee Park Events Flyer
 - 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 *Pd. Feb. 9, 2024*

Cash Check # _____ Credit Card

Credit Card Payment:
 We have a 3.12% processing fee for credit cards
 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:
 Payable to City of Hastings, Parks and Recreation Department, 920 10th Street West, Hastings

OFFICE USE ONLY:

Date Received: ____/____/2024

Time Received: ____: ____

Received: In-person Drop Box Mail Email Received By: _____



City of Hastings – Parks and Recreation Department
2024 Sponsorship Mutual Agreement
Sponsorship Request: \$1,000.00

Enter into a \$1,000 sponsorship paid by *SMEAD Manufacturing Company* for the 2024 Summer Programs; paid no later than April 1, 2024. 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 2024 Summer Programs:

- 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 June – September 2024. 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 2024 Levee Park Events Flyers. 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 Summer Newsletter

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 Bigler

1/30/24

City of Hastings Representative

Date

Sandy Keil

3/18/2024

SMEAD Representative

Date