



# City of Denton

City Hall  
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Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Christine Taylor

**DATE:** May 2, 2025

### **SUBJECT**

Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2025-26.

### **BACKGROUND**

Beginning in Fiscal Year 2022–23, the Denton Parks and Recreation Department’s Co-Sponsorship Program was merged with the broader City Sponsorship Program. The updated program includes both cash awards and in-kind support for City services provided to eligible events.

To support the administration of the program, clear guidelines and a standardized application have been developed. These tools assist the Community Partnership Committee in evaluating applicants’ ability to meet the intent and goals of the program. Each year, the Committee reviews the program and updates the guidelines and application as necessary. For FY 2025–26, the application has revised to reflect current-year dates, clarify eligibility for third-party recipients, and include updated requirements for special events. The application will also be available online via Neighborly Software, a web-based grants and program management platform that allows applicants to complete and track their submissions electronically.

Once the updated guidelines and application are approved, notifications will be sent via email to past and current recipients, as well as any interested organizations. The materials will also be posted on the City’s website. The application period is scheduled to open on May 12, 2025, and close on June 12, 2025. A virtual application workshop is tentatively scheduled for Wednesday, May 14, 2025, to provide guidance and answer questions about the web-based application process.

Staff is requesting feedback and direction from the Committee on the proposed updates.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - FY 25-26 Sponsorship Guidelines Redlines

Respectfully submitted:  
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