



CITY OF DENTON, TEXAS

601 E. Hickory, Suite B • DENTON, TEXAS 76205

PARKS & RECREATION DEPARTMENT
(940) 349-PARK • FAX (940) 349-8166

March 31, 2017

Ms. Blanca Govea, Chair
Cinco de Mayo Committee
P.O. Box 1572
Denton, TX 76202

Dear Ms. Govea:

Congratulations, your sponsorship has been approved by the City Council in an amount not to exceed \$18,000 of in-kind services and resources provided by the City of Denton. The Denton Cinco de Mayo Festival is to be held in Quakertown Park on May 6, 2017.

The City of Denton is proud to be a sponsor of this event and will provide basic and critical support to the event as outlined below. As part of the approval process, the City Council has requested to see a report of revenues and expenses for the 2016 Denton Cinco de Mayo Festival included in the committee's request for future sponsorship.

The following is a summary of the sponsorship role assumed by the City of Denton and the Denton Cinco de Mayo Festival organizing committee.

1. The Parks and Recreation Department will provide the rental of Quakertown Park and a meeting room at no charge. The in-kind value of the facilities is \$3,000. The 2016 costs actuals will be used to calculate Park Maintenance staff's in-kind services. The Parks staff regular and over-time support totaled \$7,675. Equipment and supplies provided totaled \$1,276. The total value of Parks and Recreation in-kind services were \$11,951.
2. The 2016 costs actuals will be used to calculate the Police in-kind services. Police provided regular and over-time support that totaled \$6,022.
3. Administrative staff support will be provided in the form of a liaison, providing expertise and advice to the organizing committee. The liaison should attend any general meetings of the organizing committee, when information is related to the Department's role in the event. The liaison participation is as an ex-officio, non-voting representative of the Department.
4. The Park Maintenance Division will work with committee volunteers to prepare the park prior to the event, work at the event to assist with limited logistics, handle litter and recycling, and return park equipment to original locations after the event.

5. The Department will provide limited promotional advertising for the event.

Denton Cinco de Mayo Festival Event Organizers

1. As part of the approval process, a report of revenue and expenditures for the 2017 Denton Cinco de Mayo Festival should be included in the committee's request for future co-sponsorship.
2. The Denton Cinco de Mayo Festival committee will provide all planning, management, and organization for the event.
3. The organizing committee will provide a layout of the vendor locations, complete a Special Event Application, Public Safety Plan, event map, and an event schedule to the City liaison no later than five working days prior to the event.
4. Event organizers are responsible for securing all permits, licenses and approvals necessary to stage the event as stated on the permit applications. The City liaison will provide information to help facilitate these processes, if needed.
5. Event organizer assumes all liability for damages done to City property whatever the case, while hosting this event, and agrees to reimburse the City for reparations within 30 days of notice/invoice.
6. Prior to publication, all advertising, including any use of a City logo, must be submitted to the City liaison for approval from the Parks and Recreation Department.
7. The committee will charge and collect the Park Vendor Permit fees consistent with the City of Denton ordinance and remit these fees within five working days after the event.
8. The committee will host Denton Cinco de Mayo Festival as a "Litter Free Event" as defined by Keep Denton Beautiful (KDB). Recycling is required at all events held on City property and recycling containers are provided in City parks.
9. Within five working days following the event, the event organizers will provide a program evaluation and full payment of all fees to the City of Denton.
10. Vendors are responsible for their own set-up, including tents and lighting, prior to the event. The Department will not provide tents for vendors.
11. The City of Denton is recognized as a sponsor at the appropriate level in promotional materials.

The Parks and Recreation Department is excited about the future of Denton Cinco de Mayo Festival and its continued success.

Sincerely,

Emerson Vorel, Director

I hereby agree to the following conditions of the City of Denton sponsorship agreement.

Denton Cinco de Mayo Festival

Date: _____