



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Cassey Ogden

DATE: April 26, 2024

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2024-25.

BACKGROUND

Beginning Fiscal Year 2022-23, the Denton Parks and Recreation Department's Co-sponsorship Program was merged with the City's Sponsorship Program, which now includes an in-kind award for City services provided to an event in addition to cash awards. Program guidelines have been created to guide the administration of the program. An application has also been developed to assist the Community Partnership Committee in determining an applicant's ability to meet or exceed the purpose of the program.

Each year, the Committee reviews the current program and makes any necessary changes to the guidelines and application. The application has been updated to reflect current year dates, grammatical editing, clarification for third-party recipients, and requirements for special events. Once the guidelines and application are approved, current and past recipients will be notified of the application period by email, as well as any other interested organizations. The guidelines and application are also placed on the City's website. The application schedule is planned to open on May 6, 2024, and close on May 24, 2024.

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 FY 24-25 Sponsorship Guidelines Redlines

Exhibit 3 FY 24-25 Sponsorship Application Redlines

Respectfully submitted:
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Prepared By:
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