



Parks & Recreation Department
601 E. Hickory, Suite B • Denton, Texas 76205 • (940) 349-7275

Nov. 8, 2017

Ms. Julie Landolfo, President
Backing the Blue-Denton
P.O. Box 50885
Denton, TX 76205

Dear Ms. Landolfo:

On November 7, 2017, your sponsorship request was approved by the City Council in an amount not to exceed \$3,500 of in-kind services and resources provided by the City of Denton for the Backing the Blue-Denton holiday fundraiser to be held at the Civic Center on Saturday, November 18, 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 the report of revenues and expenses for the 2017 Backing the Blue-Denton holiday fundraiser 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 Backing the Blue-Denton organizing committee.

1. The Parks and Recreation Department will provide the rental of the Civic Center at no charge. The total value of the in-kind services for nine hours is \$3,492.

Backing the Blue-Denton Event Organizers

1. As part of the approval process, a report of revenues and expenses for the 2017 Backing the Blue-Denton should be included in committee's request for future sponsorship.

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2. The Backing the Blue-Denton 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 Events Agreement, 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 cause, 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 Backing the Blue-Denton 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 Backing the Blue-Denton and its continued success.

Sincerely,

Emerson Vorel
Director

I hereby agree foregoing conditions of the City of Denton sponsorship agreement.

Backing the Blue-Denton

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