



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

Nov. 8, 2017

Ms. Kate Lynass, Chair
Denton Holiday Festival Association
P.O. Box 2765
Denton, TX 76202

Dear Ms. Kate Lynass:

On November 7, 2017, your sponsorship request was approved by the City Council in an amount not to exceed \$5,300 of in-kind services and resources provided by the City of Denton for the Denton Holiday Lighting Festival to be held in Downtown Denton on Friday, December 1, 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 Holiday Lighting 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 Holiday Lighting Festival organizing committee.

1. 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 \$1,526. Equipment and supplies provided totaled \$1,654. The total value of Parks and Recreation in-kind services were \$3,180.
2. The 2016 costs actuals will be used to calculate the Police in-kind services. Police provided regular and over-time support that totaled \$2,059.

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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 City's role in the event. The liaison participation is as an ex-officio, non-voting representative of the Department.

Holiday Lighting Festival Event Organizers

1. As part of the approval process, a report of revenues and expenses for the 2017 Holiday Lighting Festival should be included in committee's request for future sponsorship.
2. The Holiday Lighting 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 and submit the Special Events Agreement, Safety Plan, Street Closure form, 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.
7. The committee will be charged the Special Event Application (\$30) and the Carnival and Fair (\$200) permit fees consistent with the City of Denton ordinances.
8. The committee will host the Denton Holiday Lighting Festival as a "Litter Free Event" as defined by Keep Denton Beautiful (KDB). Recycling is required at all events held on city property.
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.
11. The City of Denton is recognized as a sponsor at the appropriate level in promotional materials.

The City of Denton is excited about the future of the Denton Downtown Holiday Lighting Festival and its continued success.

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Sincerely,

Emerson Vorel
Director

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

Holiday Lighting Festival

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