


Parks & Recreation

601 E. Hickory St., Suite B Denton, TX 76205 • (940) 349-7275

March 21, 2018

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

Dear Ms. Govea:

On March 20, 2018, your sponsorship request was approved by the City Council in an amount not to exceed \$15,200 of in-kind services and resources provided by the City of Denton for the Denton Cinco de Mayo Festival to be held at the Quakertown Park on Saturday, May 5, 2018.

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 may request to see a report of revenues and expenses from the 2017 Denton Cinco de Mayo Festival.

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

1. The Parks and Recreation Department will waive the following fees and expenses to provide in-kind services and resources:

\$1,500 Value based on rental fee for Quakertown Park.
 \$772 Value based on cost of supplies and equipment.
 \$5,940 Value based on 2017 actual expenses for regular and overtime hours.

2. The Police Department will waive the following expenses to provide in-kind services:

\$6,958 Value based on 2017 actual expenses for regular and overtime hours.

3. Administrative staff support will be provided in the form of a liaison to advise to the organizing committee. The liaison will attend 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.

OUR CORE VALUES

Integrity • Fiscal Responsibility • Transparency • Outstanding Customer Service

4. The Park Maintenance staff 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. The Denton Cinco de Mayo Festival committee will provide all planning, management, and organization for the event.
2. Event organizers will provide a layout of the vendor locations, complete a Special Event Application, Safety Plan, event map, and an event schedule to City liaison no later than four weeks prior to the event.
3. Event organizers are responsible for securing all permits, licenses, insurance, and approvals necessary to stage the event as stated in permit applications. The City liaison will provide information to help facilitate these processes, if needed.
4. Event organizers assume 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.
5. 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.
6. Event organizers will be charged the Special Event Application fee (\$30) and the Carnival and Fair permit fee (\$200) consistent with City of Denton ordinances.
7. Event organizers will charge and collect a Park Vendor's Fee consistent with the City of Denton ordinance and remit these fees within five working days after the event.
8. Event organizers will promote 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 recycles containers are provided in city parks.
9. Within 30 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, lighting, etc., 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,

Laura Behrens

Parks and Recreation, Interim Director

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

Cinco de Mayo

Date