

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

779



FROM: Economic Development Agency

SUBMITTAL DATE:
August 16, 2004

SUBJECT: Sponsorship Agreements Authorization

RECOMMENDED MOTION: That the Board of Supervisors approve and authorize the Executive Director of the EDA or his designee to execute sponsorship agreements for amounts that collectively do not exceed \$750,000 in sponsorship contributions for the following venues, programs and events: the Riverside County Fair & National Date Festival, the Edward-Dean Museum & Gardens, and the Jacqueline Cochran Regional Airport Airshow, the Hemet-Ryan Airshow, and other County events that require EDA participation.

BACKGROUND: The Economic Development Agency manages the Riverside County Fair & National Date Festival, Edward-Dean Museum & Gardens, Jacqueline Cochran Regional Airport Airshow, Hemet-Ryan Airshow, and other county-wide events. Sponsorship programs are an integral part of the successful management of these venues, programs and events. Sponsorship agreements are an exchange of cash or in-kind services, given by the sponsor to a specific EDA program, in return for advertising, name recognition and other entitlements given to the sponsor from the EDA program it is supporting. Therefore, the Economic Development Agency requests Board approval to receive sponsorship revenue and in-kind contributions in exchange for entitlements such as advertising, VIP parking, and admission tickets.

Departmental Concurrence

BJH:RZ:BJG:TG
S:\EDCOMMRKTING\Admin\F11 to accept sponsorship contributions.081604.doc

Bradley J. Hudson

Bradley J. Hudson
Assistant County Executive Officer/EDA

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	N/A
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	N/A

COMPANION ITEM ON BOARD OF DIRECTORS AGENDA:

SOURCE OF FUNDS:	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: **APPROVE**

County Executive Office Signature *Bronda King*

- Policy
- Consent
- Dep't Recomm.:
- Policy
- Consent
- Per Exec. Ofc.:

Prev. Agn. Ref.: _____ **District:** 3,4 **Agenda Number:** _____

3.37