



Co-Sponsorship Program Requests

Jason Lass

Recreation Services Manager



The Ask

That City Council review and approve the Fiscal Year 2025 Co-Sponsorship requests and funding for FY 25.

Community Events Co-Sponsorship Program

- Intended to facilitate non-profit community events open to the general public .
- Provides a “one-time” award in the form of a fee waiver or in-kind assistance.
- In-Kind support may be used to offset City fees and the cost of City services incurred by the requested community event .

Note: This is not a subsidy or grant program in the form of actual cash toward an event.



SAME PROGRAM, TWICE THE OPPURTUNITY

Co-Sponsorship Program Timeline



STEPS	PHASE ONE – Traditional Timeline Events July through December 2024	PHASE TWO – NEW Mid-FY Supplemental Asks Events January through June 2025
Applications Available	February	July
Applications Due	March	August
Application Review	April	September
Present Recommendations to Council	May	October
Adoption of FY Budget (June), Award Letters	June	November



16

Co-Sponsorship Program Criteria

- Corona non-profit or government agency
- Event designed to accomplish one or more of the following:
 - Promote Corona as a desirable place to live, visit, or do business;
 - Promote Corona as a destination and/or encourage tourism;
 - Enhance quality of life and well-being;
 - Advance pride in multicultural community;
 - Encourage neighborhood identity and pride; and:
 - Promote cultural and artistic wellness.

Phase One: Requests for Fiscal Year 2025 **\$18,205**

Date	Event & Organizer	New / Returning	Criteria Met (Y/N)	Service / Amenity	Fee Waiver Request
7/13	Family Health Fair Corona-Norco Family YMCA	New	Yes	Auburndale Park	\$650
8/3	Barbers and Backpacks The Leela Project	Returning	Yes	CCC Stage	\$1,910
8/10	Broadway Concert Circle City Chorale	Returning	Yes	HCC Theater	\$825
9/7	Community Health Fair Support Sisterz	New	Yes	CCC Indoor/Outdoor	\$2,210
9/11	Remembering 9/11 - Patriot Day Ceremony Chamber Foundation	Returning	Yes	HCC Lawn	\$980
9/14	Pancake Breakfast Corona Lions Club	Returning	Yes	Library FAM Rm.	\$690
10/1	Red Ribbon Week Banners (4) Corona Norco Unified School District	Returning	Yes	Sixth Street Banner Poles	\$1,000
10/5	Red Ribbon Festival CNUUSD Parent Teacher Association	New	Yes	HCC Lawn	\$1,350
10/19	Light the Night Walk Leukemia & Lymphoma Society, Inc	New	Yes	Santana Park	\$1,020
10/22	High School Trade Fair Construction Industry Education Foundation	New	Yes	Santana Park	\$750
10/26	Beaux Arts Ball Women's Improvement Club	New	Yes	CCC Banquet Rm.	\$2,100
11/2	Amber Waves of Grain - Beer Festival at Dos Lagos All American Riders and Blue Star Mothers	Returning	Yes	Advertising	In-Kind Advertising Only
11/2	Dia De Los Muertos Festival Cinco de Mayo Committee	New	No Entity Status Exp.	City Park	\$4,000
11/12	Step Up for Safety 5k Charlie's Cause	Returning	Yes	Santana Park	\$720
				Total	\$18,205

Phase Two: Projected Returning Requests \$24,595

Date	Event & Organizer	New / Returning	Criteria Met (Y/N)	Service / Amenity	Fee Waiver Request
TBD	Dreams and Decisions Soroptimists of Corona	Returning	Yes	CCC	\$900
TBD	Relay for Life American Cancer Society	Returning	Yes	Santana Park	\$3,500
TBD	Memorial Day Walk Chamber Foundation	Returning	Yes	HCC Lawn	\$780
TBD	Vintage Home Tour Corona Historic Preservation Society	Returning	Yes	Advertising	In-Kind Advertising Only
TBD	Cinco de Mayo Parade and Festival Cinco de Mayo Committee	Returning	Pending Entity Status Expired	City Park & Parade Route	\$14,000
TBD	Poker Tournament Corona Lions Club	Returning	Yes	Library FAM Rm.	\$215
TBD	Lobsterfest Corona Rotary	Returning	Yes	City Hall Lawn	\$4,000
TBD	Antiques Fair Heritage Park	Returning	Yes	Lane Closure	\$1,200
				TOTAL	\$24,595

SAME PROGRAM, TWICE THE OPPURTUNITY

FY 25 Co-Sponsorship Program Funding



1

Phase One Requests
July through December 2024

\$18,205

14 Co-Sponsorship Events
Phase I Applications (Closed)

2

Phase Two Projected
January through June 2025

\$24,595

TBD Co-Sponsorship Events
Phase II Applications Available July



FY 25 Total Forecast
July 2024 through June 2025

\$42,800



Projected Increase of \$16,840 Over FY 24



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Questions?

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