



Staff Report

TO: City Council
FROM: Julie Van Hook, Public Information Officer
DATE: February 4, 2025
SUBJECT: Adoption of Sponsorship Packet

Description To request approval for the sponsorship packet that outlines opportunities, benefits, and ways businesses, organizations, and individuals can sponsor city programs and events.

Background and Analysis:

Historically, the City of Beaumont has received support through individual sponsorships for various events and programs, such as Monster Mash and the K-9 Program. A formal sponsorship program will increase awareness of sponsorship opportunities by communicating value, targeting the right audience, and offering tiered sponsorship. The approach provides mutually beneficial collaborations with businesses, organizations, and individuals.

Goals:

1. Revenue Generation: Increase current revenue generation from its present value of \$14,000 by 25% within the first six months.
2. Enhance Public Engagement: Reach a minimum of 250 visits on a dedicated sponsorship webpage using flyers, QR codes, and paid advertisements.
3. Target the Right Audience: Identify and reach out to businesses and individuals likely to sponsor city programs and events.
4. Build a Sustainable Sponsorship Structure: Ensure sponsorship tiers are competitive and of high interest by maintaining at least one sponsor in each tier during every event.

Target Audience:

- The sponsorship program will target a diverse set of potential sponsors, including:
 - Local businesses
 - Nonprofit organizations
 - Individuals

Sponsorship Tiers and Benefits:

The proposed sponsorship package includes multiple levels (Bronze, Silver, Gold, and In-Kind Donations) and a diverse range of events to appeal to a broad range of sponsors. Each sponsorship tier has specific benefits, such as logo placement on promotional materials, website recognition, and social media mentions, and is priced according to the sponsorship level.

Key Strategies and Tactics:

1. Strategy 1: Use multi-channel promotion to communicate what sponsors will gain, such as brand visibility, audience engagement, and community goodwill.
 - Tactic 1: Develop a detailed sponsorship packet in-print and online with information on sponsorship levels, benefits, and pricing.
 - Tactic 2: Use social media platforms to promote sponsorship programs and opportunities.
 - Tactic 3: Create a dedicated webpage to host sponsorship information.
2. Strategy 2: Reach out to businesses, organizations, individuals, and those that have already sponsored events and programs.
 - Tactic 1: Communicate throughout the year with regular updates on city events and new opportunities for involvement.
 - Tactic 2: Provide printed flyers to local businesses and the Chamber of Commerce, and ensure full-length printed copies are available at City Hall and the Police Department.
3. Strategy 3: Track key metrics such as sponsor satisfaction, audience engagement, and return on investment (ROI).
 - Tactic 1: Analyze leads generated from outreach, tracking and program success after one year.
 - Tactic 2: Gather feedback through surveys or interviews with sponsors to understand their experience and improvement areas.

Revenue and Expense Projections:

- One-time startup costs include:
 1. Staffing: Time for creating sponsorship materials (brochure design), outreach, sponsor fulfillment, and program management.
 2. Marketing & Advertising: \$500-\$1,000.
- Ongoing costs include:

1. Printing: \$500
2. Stickers: \$50 – \$100
3. Dog Plush: \$12 each
4. Cup Sleeves: \$0.50 – \$1.00 each (Determinant on Number of Sponsors)

Timeline for Implementation:

- The sponsorship packet will launch 4-6 weeks after City Council approval. Staff will handle the creation of materials.
- Per the Sponsorship and Donation Policy, the Finance Department will process the donation or sponsorship and notify the Public Information Officer.

Fiscal Impact:

The cost to prepare this staff report was approximately \$150.00.

Recommended Action:

Adopt the sponsorship packet and direct staff to begin marketing.

Attachments:

Sponsorship Packet