



Staff Report

TO: Honorable Mayor and Members of the City Council
FROM: Gustavo J. Romo, Interim City Manager
BY: Darron Usher, Principal Management Analyst
DATE: March 3, 2026
SUBJECT: Increased Donation Request for the 2026 IOA Championship

Description: Staff is seeking City Council direction regarding a request to increase the City’s donation to the 2026 IOA Championship from the budgeted amount of \$10,000 to \$40,000.

Background and Analysis:

The IOA Championship has continued to serve as a regional sporting event that provides national exposure, tourism activity, and economic benefits to the City of Beaumont. The City previously contributed \$10,000 for the 2025 tournament and received promotional and participation benefits in exchange for that sponsorship. For 2026, tournament organizers have requested an increased sponsorship level of \$40,000.

Below is a side-by-side comparison of the 2025 sponsorship benefits and the proposed 2026 enhanced sponsorship package:

2025 Donation – \$10,000	2026 Proposed Donation – \$40,000
3 Pro-Am teams in the Official Pro-Am	5 Pro-Am teams in the official tournament Pro-Am (as part of the Council Cup; three amateurs per team)
24 invitations to the Pro-Am Party	10 invitations to the Meet the Pros Party
Social media recognition using #ACityElevated	City name and logo incorporated into all tournament collateral
Encouraged use of #ACityElevated during tournament week	Opportunity for City Official to participate in trophy ceremony
“About Beaumont” blurb on tournament website with link to City website	Press release drafted and distributed by the Epson Tour announcing partnership with the IOA Championship

2025 Donation – \$10,000	2026 Proposed Donation – \$40,000
Opportunity to distribute marketing handouts in player welcome bags	Two (2) on-course Tee Signs throughout tournament week
Opportunity to create promotional events during tournament week	Branding on three (3) on-course digital leaderboards
	Branding on two (2) tournament billboards along I-10 leading up to and during tournament week
	Logo placement on IOAChampionship.com homepage
	Entitlement of the Meet the Pros Party at Morongo Casino (branding during event and speaking opportunity for City leader)

In summary, the proposed 2026 sponsorship level requested provides Beaumont with more regional visibility through:

- On-course signage and digital branding
- Freeway billboard exposure along I-10
- Website homepage logo placement
- Formal Epson Tour press release recognition
- Speaking opportunity and event entitlement at a major tournament function
- Increased Pro-Am participation opportunities

The enhanced package positions Beaumont more prominently as a host city and aligns with economic development and tourism promotion objectives. However, the increase represents a fourfold funding adjustment from the amount currently budgeted. The increase could also set a precedence with future requests from other organizations.

Fiscal Impact:

The estimated cost to prepare this staff report is \$300.

The FY 2025–26 adopted budget includes \$10,000 for this event. If the City Council approves the \$40,000 sponsorship level, an additional \$30,000 will need to be allocated.

At the February 17, 2026, City Council meeting, the Finance Department presented the Mid-Year Budget Report, which identified \$66,446 in unprogrammed funds. These funds may be used to cover the additional \$30,000 request. The requested amount can also be obtained from the Administrative Salary savings from the staff vacancies.

Recommended Action:

Staff recommends that the City Council provide direction to:

Approve increasing the City's donation to \$40,000 for the 2026 IOA Championship and authorize staff to identify the additional \$30,000 from unprogrammed funds or Administration salary savings or;

Maintain the previously budgeted \$10,000 donation for the 2026 IOA Championship.

Attachments:

- A. Current Proposal
- B. 2025 Agreement
- C. 2024 Agreement