



## Legislation Details (With Text)

**File #:** 18-057      **Version:** 1      **Name:**  
**Type:** General Business      **Status:** Agenda Ready  
**File created:** 1/24/2018      **In control:** City Commission Regular Meeting  
**On agenda:** 2/1/2018      **Final action:** 2/1/2018  
**Title:** Signature Events and Sponsor Opportunities

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Admin Regulations Sponsorship Program-GS, 2. Sponsorship Agreement 2017, 3. Sponsorship Flyer

Date	Ver.	Action By	Action	Result
2/1/2018	1	City Commission Special Meeting	consensus	

**TO:** Honorable Mayor & Members of the North Port Commission

**FROM:** Peter D. Lear, CPA, CGMA, City Manager

**TITLE:** Signature Events and Sponsor Opportunities

### Recommended Action

Discussion and direction

### Background Information

Currently, our signature events include the Firecracker 5K Run, Freedom Festival, Trick or Treat at City Hall, Poinsettia Festival, and Poinsettia Parade. The attendance at our signature events is growing by leaps and bounds. The businesses and non-profit organizations in North Port are also growing. Many businesses and non-profit organizations want to be an integral part of the North Port community and contribute to these events. Currently, the Presenting Sponsor has exclusivity and 1<sup>st</sup> right of renewal, which affects all levels of sponsorship. At this time, there are no presenting sponsors signed up for our signature events for 2018.

Now would be a good time to discuss the possibility of adding the "Egg"normous Egg Hunt, Flashlight Egg Hunt, and the Road-E-O to our list of signature Events.

To date, here is a list of the sponsors for the 2018 Road-E-O.

- Waste Equipment & Parts - Bull Riding Sponsor \$1,500 (main sponsor)
- Container Systems & Equipment - Bareback Bronc Sponsor \$750
- Kenworth of Central Florida - Bareback Bronc Sponsor \$750
- Rehrig Pacific Company - Steer Roping Sponsors \$250
- Lularoe - Steer Roping Sponsors \$250

No official policy has been adopted regarding sponsorship programs.

### Strategic Plan

N/A

**Financial Impact**

N/A

**Procurement**

N/A

**Attachments:**

1. Admin Regulations Sponsorship Program
2. Sponsorship Agreement 2017
3. Sponsor Opportunities Flyer

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