

2023-OA-230

2024-25 COMMUNITY EVENT SPONSORSHIP REQUEST



City of Palm Desert

73-510 Fred Waring Drive

Palm Desert, CA 92260

RELEASE DATE: March 15, 2024

RESPONSE DEADLINE: April 30, 2024, 5:00 pm

RESPONSES MUST BE SUBMITTED ELECTRONICALLY TO:

<https://secure.procurenow.com/portal/cityofpalmdesert>

City of Palm Desert  
2024-25 Community Event Sponsorship Request

- I. Notice Inviting Applications for Community Event Sponsorships
- II. Organization & Event Information.....
- III. Evaluation Criteria.....

Attachments:

A - Res 2024-001 - Community Event Sponsorship Policy

## 1. Notice Inviting Applications for Community Event Sponsorships

### 1.1. Purpose

The City of Palm Desert aims to foster a vibrant community by supporting events that encourage civic engagement, celebrate cultural diversity, stimulate tourism, drive economic vitality, and uphold public health and sustainability.

### 1.2. General Requirements

Applicants for community event sponsorships must meet all the following requirements:

- A. Applicants must independently conduct the community event or collaborate with another organization to be eligible to receive a sponsorship.
- B. The community event must take place within Palm Desert city limits, with limited exceptions. Reason(s) for not holding the proposed event within Palm Desert city limits must be stated on the application. Exemption from this requirement will be provided on a case-by-case basis and will favor activity promoting the City of Palm Desert as a desirable place to live, visit, and do business.
- C. If applicable, applicants agree to submit a Special Events Application/Agreement a minimum of 120 days prior to the event, or a Temporary Use Permit (TUP).
- D. Applicants agree to use sponsorship funds exclusively for the community event represented in the application.
- E. Recipients shall provide the City recognition as a sponsor in exchange for the sponsorship in a method consistent with other sponsors at the community event. In no event shall the recognition for the City's sponsorship be less than that provided to other sponsors who have contributed the same total financial or in-kind support.
- F. If applicable, applicants are required to enter a sponsorship agreement with the City and provide a certificate of liability insurance or proof of self-insurance.
- G. Community event sponsorship applications are limited to one per year, per taxpayer identification number.
- H. Sponsorships will be approved on a competitive basis and are not guaranteed. Applicants should be aware that they may not receive the full amount of sponsorship requested.
- I. Sponsorship approvals are made on an annual basis and shall be considered as a one-time approval. Approval for sponsorship in one year does not imply or guarantee that the City will approve sponsorship for the same event or organization in subsequent years.
- J. An official post-community event evaluation must be submitted to City staff within ninety (90) days following the conclusion of a sponsored community event.

Due to limited resources, not all community event sponsorship requests are funded. The number of community events that the City sponsors varies annually. The City will evaluate each request based upon available funds, satisfaction of the eligibility criteria, and compliance with the Community Event Sponsorship Policy.

### 1.3. Ineligible Organizations and Activities

Examples of ineligible organizations or activities include, but are not limited to:

- A. Any non-community event request, such as on-going programming or structured activities.
- B. Private events or events that are not open to the general public.
- C. Discriminatory activities such as those restricted based on a person's race, religion, ethnicity, age, sex, gender, gender identity, gender expression, disability, sexual orientation, or economic status.
- D. A political, politically affiliated, or political action organization or event that promotes any political viewpoint, provides for a political purpose or causes participants to engage in otherwise affiliate or express an endorsement of partisan political functions or activities.
- E. An event or activity that promotes a religious purpose (as opposed to a secular purpose, such as promoting cultural heritage or community understanding).
- F. A private individual for his/her own use.
- G. Funds may not be used for cash prizes, cash awards, salaries, salary reimbursement, or general budget subsidy.
- H. Funds cannot be directly provided to specific individuals, nor may funds be constructively provided to specific individuals (e.g. using funds to pay for certain individuals to go to an event is not permitted). By contract, using funds to reduce the overall costs of an event is permitted.
- I. An organization receiving Outside Agency funding concurrently (during the same fiscal year).
- J. A K-12 school or school-related groups, as funding requests for schools and school-related groups shall be processed by the Outside Agency/Charitable Contributions Committee.

### 1.4. Additional Assessment Criteria

- A. An applicant's first sponsorship request may total no more than 50% of the community event budget (if sponsorship includes in-kind, value of the in-kind items may not equal more than 50% of the event budget).

- B. An applicant's second or subsequent sponsorship request may total no more than 35% of the community event budget (if sponsorship includes in-kind, value of the in-kind items may not equal more than 35% of the event budget).
- C. Sponsorship requests for a 5K walk/run shall be eligible for a maximum sponsorship of \$2,500.
- D. Special consideration will be given to registered local non-profit corporations or local 501(c) organizations with tax-exempt status.

## 2. Organization & Event Information

### 2.1. General Information

#### 2.1.1. *Cody Shelton*

*Please provide the name of the primary contact associated with this funding request.*

\*Response required

#### 2.1.2. *Executive Director*

\*Response required

#### 2.1.3. *77971 Wildcat Dr. Suite E, Palm Desert, CA, 92260*

\*Response required

#### 2.1.4. *Physical Address If Different from Above*

#### 2.1.5. *760-574-1305*

\*Response required

#### 2.1.6. *info@tourdepalmsprings.com*

\*Response required

#### 2.1.7. *33-0836672*

\*Response required

#### 2.1.8. *Non-Profit Tax Status Verification*

*Required for non-profit organizations. Please upload your organization's tax status verification letter from the Internal Revenue Service (IRS).*

#### 2.1.9. *IRS Form W-9\**

*Please upload your updated IRS Form W-9.*

\*Response required

#### 2.1.10. *Palm Desert Business License Number*

*Required for any work or service performed within Palm Desert city limits.*

#### 2.1.11. *Certification\**

By clicking the confirmation box below, the submitter certifies that they are an authorized official of the applying organization. The applicant does hereby confirm that the information herein is true and correct; that the applicant organization meets the guidelines set forth in the Community Events Sponsorship policy published on the City's website; and that the applicant's organization will make these events available to all eligible participants, without regard to race, religion, ethnicity, age, sex, gender, gender identity, gender expression, disability, sexual orientation, or economic status.

Please confirm

\*Response required

## 2.2. Event Details

### 2.2.1. *Event Title*

- Tour de Palm Springs in Coachella Valley

### 2.2.2. *Event Date*

- 2/7/25 - 2/8/25

### 2.2.3. *Amount of Funding Request*

- \$30,000

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### 2.2.4. *Brief Description of Event*

- Charity bicycle ride and walk earning funds for non-profit groups in the Coachella Valley

### 2.2.5. *Will the event(s) take place within Palm Desert city limits? \**

Yes

No

\*Response required

When equals "No"

### 2.2.6. *If no, where will it take place and why?\**

### 2.2.7. *Number of years the event has been held\**

- 27 years

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### 2.2.8. *Expected Attendance\**

- 5,000-10,000

### 2.2.9. *Estimated Residents & Non-Residents\**

- 20% Resident, 80% Non-Resident

### 2.2.10. *Will there be a charge to those attending?\**

Yes

No

\*Response required

When equals "Yes"

*2.2.11. How much are attendees charged?\**

- Attendees are being based on category entered. Cyclists will be charged up to \$120 based on distance and walkers up to \$25 based on distance.

*2.2.12. How will the event(s) be publicized?\**

- media, social media, nationally, digitally, hard copies with magazines and cycling shops

*2.2.13. Event Budget\**

*Please upload a full budget, including revenue and expenses for each event you are requesting funding for. Please be as specific as possible, with detailed line items.*

\*Response required

*2.2.14. Intended use of City funds \**

- *To pay for the traffic control plans for street closures, permits and application fees, Law enforcement for traffic control to ensure safety*

*2.2.15. Other Funding Sources\**

*List all funding requested from other community partners for this event, including type of request (grant, sponsorship, donation, fundraiser, etc.), the amount your agency requested, and the actual amount received, and a description of the funding requested.*

- City of Palm Springs 23/24, requested \$65,000 received \$65,000
- City of Palm Springs 24/25, requested \$100,000
- PS Resorts 23/24, requested \$40,000 received \$40,000
- PS Resorts 24/25. Not Requested yet but will be asking for \$40,000

*2.2.16. If applicable, attach a sponsorship benefit packet (e.g., name/logo listing, banner, ad, etc.)*

*2.2.17. List sponsorship benefits associated with the funding request\**

- Name/Logo listing on our website, on media with promotion of the second overflow start



<b>Budget 2023 Event</b>	
Tour de Palm Springs In Coachella Valley	
<b>Event Costs</b>	
Advertising & Marketing	9,000
Apparel (Jerseys & T-Shirts)	27,000
Banners & Signs	2,000
Donations to Charities	300,000
Fees/Yearly Use of name	2,000
Insurance- Liability - USA Cycling	18,000
Meetings	2,000
Permits/Police Services	80,000
Registration Costs (fees/gifts)	7,000
Rentals	25,000
Route Costs (arrows/Ride with GPS)	2,000
SAG Costs (gatoraide/gas card)	2,000
Security	2,500
Supplies	7,000
Temporary Labor	1,000
<b>Administrative Expenses</b>	
Accounting Fees	2,400
Credit Card Services/Fees/quick Book Fees	1,500
Dues & Subscriptions	2,500
Insurance	18,000
Internet/Phone	2,400
Office Supplies & Postage	2,500
Payroll Expenses (Wages/Taxes/Service/WC Ins)	30,000
Professional Fees	10,000
Rent	12,000
Taxes (Fed & State)	2,000
<b>Total</b>	<b>560,800</b>

<b>Budget 2024 Event</b>	
Tour de Palm Springs In Coachella Valley	Committee cost
22924	
<b>Administration</b>	<b>Yearly</b>
Donations to charities	300000
Accounting fees	
Event agreement	120
Insurance- Liability - USA Cycling insurance	23,552.68
Labor- Ex Dir	65,000
Labor- Misc (Deb)	2,900.00
Meeting- Kick off	750
Meeting- Post event wrap up	750
Meetings- Monthly	
Party- Appreciation	
Rent	12,000.00
Taxes	
Credit Card Services/Fees/quick Book Fees	
Dues & Subscriptions	
Insurance - USLI	653.2
Internet/Phone	
Office Supplies & Postage	
Payroll Expenses (Wages/Taxes/Service/WC Ins)	
Professional Fees (CPA)	
Network - CV Network	2,800.00
Network - Norton AntiVirus	417.49
<b>Sub Total</b>	<b>408943.37</b>
<b>Advertising / Marketing</b>	
KESQ	10,990
KPSP	1695
Cycling West/Cycling Utah	1100
Banners & Signs	
<b>Apparel</b>	
Primal	35,557.00
Primal sold	
T- shirts	19,913.00
T-shirts sold	
<b>Beer Garden/Pasta Dinner</b>	
Rentals	2,589.50

Beer	
<b>Logistics</b>	
Rentals	
<b>RACES</b>	
<b>Raffle</b>	
Rentals	
<b>Registration</b>	
Gifts	
Rentals	
Helmet stickers	
Wristbands	345.8
<b>Route Management</b>	
Walk & ride	
Permits/Police Services	
Rentals	
Arrows	
Ride with GPS	
Permit - Riverside County	1521.93
Permit - City of Indio	922.31
Permit - City of Palm Springs	113000
Permit - City of Palm Springs Sponsorship	-65,000
Permit - City of Palm Springs PS Resorts Sponsorship	-40,000

<b>SAG</b>	
Rentals	
Gas card	
Food misc	0
Port-A-potties	
<b>Vendor Expo</b>	
Bike valet	
Rental	
Security	4,220.00
Diamond Porta Potties	5,716.40
<b>Vol. Services / L&amp;F/Info</b>	
Rentals	
<b>Sub total</b>	
<b>Total of all committees</b>	
<b>Cody and Tim Board budget (temp)</b>	

