

Fiscal Year 2025-26  
Community Event Sponsorships

	Vendor	Event	FY 24-25 Funding Amount	FY 25-26 Request	FY 25-26 Recommendation	Staff Analysis
1	American Heart Association	CV Heart & Stroke Walk	-	\$ 2,500.00	\$ 2,500.00	Recommended amount based on policy.
2	Angelia Padron, House of Energy	WellFest	\$ 1,000.00	\$ 10,000.00	\$ 5,000.00	Event is relocating to Palm Desert location.
3	Autism Society Inland Empire	Sensory Inclusive Autism Family Holiday Event	\$ 3,000.00	\$ 4,771.17	\$ 4,000.00	
4	Bighorn Institute	Bighorn Institute 2025 Annual Party and Golf Classic	\$ -	\$ 2,500.00	\$ -	
5	California Desert Chorale	California Desert Chorale Holiday Concerts	\$ 2,500.00	\$ 6,000.00	\$ 2,500.00	
6	Coachella Valley Watercolor Society	26th Annual All Members Art Exhibition and Sale	\$ -	\$ 12,500.00	\$ -	
7	Desert Cancer Foundation	Paint El Paseo Pink	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	Recommended amount based on policy.
8	EP Black Label	Yum Fest	\$ 7,500.00	\$ 20,000.00	\$ 7,500.00	
9	Friends of the Desert Mountains	Wild Flower Festival	\$ 18,000.00	\$ 20,000.00	\$ 18,000.00	
10	Martha's Village & Kitchen	Thanksgiving 5K	\$ 2,500.00	\$ 10,000.00	\$ 2,500.00	Recommended amount based on policy.
11	Palm Desert Area Chamber of Commerce	Golf Cart Parade	\$ 50,000.00	\$ 45,000.00	\$ 45,000.00	Sponsorship request to also include in-kind RSO services paid by the City. PDACC to contract with Tops N Barricades for traffic control services.
11	Palm Desert Area Chamber of Commerce	Business Awards	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	
11	Palm Desert Area Chamber of Commerce	Peace Officer and Public Safety Award Luncheon	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	
11	Palm Desert Area Chamber of Commerce	For the Health of It Health and Wellness Fair	\$ -	\$ 5,000.00	\$ 2,500.00	Second annual event, first time requesting funding.
11	Palm Desert Area Chamber of Commerce	State of the City	\$ 10,000.00	\$ 30,000.00	\$ 20,000.00	Increase for costs related to new event format.
12	Palm Springs Power Baseball	Palm Desert Night at the Ballpark	\$ 2,500.00	\$ 4,500.00	\$ 2,500.00	
13	Read With Me Volunteer Programs	Family Literacy Nights	\$ -	\$ 8,000.00	\$ -	Per policy, event does not qualify for Community Event Sponsorship funding.
14	Rotary Club of Palm Desert	Pancake Breakfast	\$ 2,000.00	\$ 2,500.00	\$ 2,000.00	
15	Southland Events, LLC	Palm Desert Half Marathon & 5K	\$ 12,500.00	\$ 30,000.00	\$ 25,000.00	Event brings significant economic impact and there has been an increase in traffic control and public safety costs. Only half marathon event for FY 25-26.
16	WynTennis, LLC	Wilson World Tennis Tournament	\$ 5,000.00	\$ 10,000.00	\$ 5,000.00	
16	WynTennis, LLC	George Anich Senior Tournament	\$ 2,500.00	\$ 5,000.00	\$ 2,500.00	
	Event Sponsorships	Additional Amount for Flexibility			\$ 15,000.00	*Amount to be adjusted based on approved funding requests.
<b>Total:</b>					<b>\$ 181,500.00</b>	

Notes:

1. Tour de Palm Springs: Encouraged to apply for FY 25-26 funding no application was received.
2. Celebrate CV: Funding was approved but not distributed for FY 24-25. The applicant did not apply for FY 25-26 funding.
3. USA Endurance Events: Funding was approved but not distributed for FY 24-25. The applicant did not apply for FY 25-26 funding.
4. Alzheimer's Coachella Valley: Funding was approved for FY 24-25 but submitted an application for Outside Agency funding for FY 25-26.