



PBIA Advisory Board

Event Sponsorship Structure

Agenda Date: 6/5/2019
Agenda Item Number: 6.B
File Number: 19-0498

Type: discussion **Version:** 1 **Status:** Filed

Title

Event Sponsorship Structure

Recommended Action

Move to establish and formalize a uniform order of operations for event sponsorship requests

Report

Issue:

Whether to establish and formalize a uniform order of operations for event sponsorship requests

Staff Contact:

Max DeJarnatt, Senior Program Specialist, Community Planning & Development, 360.570.3723

Presenter(s):

Max DeJarnatt, Senior Program Specialist

Background and Analysis:

PBIA has historically provided sponsorship dollars to downtown events. As part of its 2019 work plan development the board decided to formalize the event sponsorship application process. The intent is to broaden the reach of the event sponsorship program by providing a clear application path for community organizations as well as consolidate the review process, so that the board can review the year's applications in one process, rather than spread throughout the year.

PBIA will establish levels of sponsorship, deadlines, subcommittee work, and application criteria.

Neighborhood/Community Interests (if known):

N/A

Options:

1. Formalize Event Sponsorship Application Program for 2019
2. Formalize Event Sponsorship Application Program for 2020 and continue sponsoring events with remaining 2019 sponsorship budget in ad hoc manner
3. Continue sponsoring events in ad hoc manner

Financial Impact:

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\$4500 remains out of PBIA's 2019 \$7000 budget for event sponsorships.

Attachments:

None