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# CITY OF SACRAMENTO

## DEPARTMENT OF PARKS AND COMMUNITY SERVICES

ROBERT P. THOMAS  
Director

G. ERLING LINGGI  
Assistant Director

CROCKER ART MUSEUM DIVISION  
GOLF DIVISION  
METROPOLITAN ARTS DIVISION  
MUSEUM AND HISTORY DIVISION  
RECREATION DIVISION  
PARKS DIVISION  
ZOO DIVISION

September 8, 1986

Budget and Finance Committee  
Sacramento, California

Honorable Members in Session:

SUBJECT: Sale of Advertising for Sacramento Sports Complex

### SUMMARY

This report provides information on fundraising efforts and strategies for the Sacramento Sports Complex. It requests permission to pursue the sale of advertising and special event sponsorships in order to successfully complete necessary fundraising for this project.

### BACKGROUND INFORMATION

The Sacramento Sports Complex, a cooperative City/County venture, is being financed with a combination of City, County and State funds, supplemented by community fundraising efforts. The Sacramento Softball Association has actively supported this project and has generated over \$25,000 in community contributions to date.

Staff has investigated the possibility of corporate and/or foundation support for both capital and ongoing operational expenses. \$300,000 is required to complete the complex including all amenities.

Thorough analysis brings staff to the conclusion that appropriate funds can be generated for capital and operations through two distinct mechanisms as follows:

#### A. Sale of Limited Rights

Sale of a variety of advertising rights is common practice in both professional and amateur sports. Such things as beverage exclusives, scoreboard advertising, naming of fields (for a predetermined time period), first right of refusal on tournament sponsorships, etc. will generate the required income. Initial market research segmenting user groups, as well as initial discussions with the corporate sector, suggests significant income potential in this area.

B. Special Event Sponsorships

Large scale special events, whether or not related to softball, would serve to introduce the site to the public, as well as generate corporate sponsorship revenue, rental income, and increased food and beverage sales. Special events would also serve to extend the number of days per year the facility would be in use and generating income. Events could include sporting events and festivals as well as other events suited to an outdoor setting.

It is the conclusion of staff that these methods of generating income will be far more successful than pursuing major philanthropic support.

FINANCIAL DATA

Funds generated from these projects will be placed in the Special Recreation Fund (#571) and will be separately identified through the use of an accounting job number.

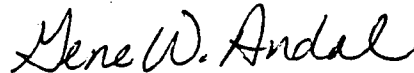
RECOMMENDATION

It is recommended that the Budget and Finance Committee review this report and recommend approval to the full City Council. Further, it is recommended that the City Council, by resolution, direct staff to pursue the sale of limited advertising rights and/or special event sponsorships to benefit the Sacramento Sports Complex. Any related agreements will come before the City Council and Board of Supervisors for approval.

Respectfully submitted,

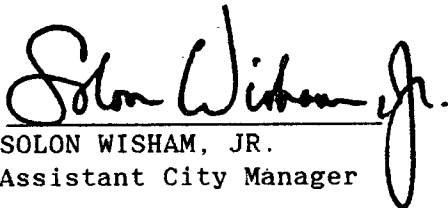


ROBERT P. THOMAS, Director  
Parks and Community Services



GENE W. ANDDAL, Director  
Parks and Recreation

Recommendation Approved:



SOLON WISHAM, JR.  
Assistant City Manager

RPT:ja

September 30, 1986  
District No. 2

# RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL ON DATE OF

RESOLUTION TO PURSUE THE SALE OF LIMITED ADVERTISING  
RIGHTS AND/OR SPECIAL EVENT SPONSORSHIPS TO RAISE  
FUNDS FOR THE SACRAMENTO SPORTS COMPLEX

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

That the Department of Parks and Community Services staff pursue the sale of limited advertising rights and/or special event sponsorships to complete necessary fundraising for the Sacramento Sports Complex.

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MAYOR

ATTEST:

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CITY CLERK