

**CITY OF TEMECULA  
AGENDA REPORT**

**TO:** City Manager/City Council

**FROM:** Erica Russo, Director of Community Services

**DATE:** September 9, 2025

**SUBJECT:** Adopt Resolution Approving the Corporate Sponsorship Program at the Request of the Parks, Recreation, and Community Services Subcommittee (Council Members Schwank & Stewart)

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**PREPARED BY:** Dawn Adamiak, Assistant Director of Community Services

**RECOMMENDATION:** That the City Council adopt a resolution entitled:

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
TEMECULA APPROVING THE CORPORATE SPONSORSHIP  
PROGRAM AND AUTHORIZING CITY MANGER TO  
APPROVE CORPORATE SPONSORSHIP AGREEMENTS AND  
BUDGET ALLOCATIONS

**BACKGROUND:** The community benefits from a robust relationship between local government and businesses. These public-private partnerships can enhance the scope and quality of services and events, and simultaneously allow businesses to raise their profile within the community. The Corporate Sponsorship Program offers a variety of ways for businesses to support the community while simultaneously reaching their business goals.

On November 26, 2013, the Corporate Sponsorship Program was first approved by Council. On August 12, 2025, an updated policy was presented to the Parks, Recreation and Community Services Subcommittee for review. The updated program includes refreshed benefits for sponsors and removes the 2013 requirement that fifty percent (50%) of sponsorship funds be diverted to the City's Community Service Funding account. The revised policy also enables the City Manager to approve corporate sponsorship agreements up to \$100,000 and corresponding expenditure budget appropriations.

These changes are an important part of a comprehensive approach to addressing the growing costs of Community Services operations. Staff recommends that the Council approve the Corporate Sponsorship Program.

**FISCAL IMPACT:** Revenue generated from the Corporate Sponsorship Program will help offset costs for services and/or programs offered to the community primarily through the Community Services Department. Revenue will be accounted for as it is received, and a corresponding expenditure budget will be allocated to the appropriate Division line item.

**ATTACHMENTS:**

1. Resolution
2. Corporate Sponsorship Program