



Co-Sponsorship Program Requests

Jason Lass

Recreation Services Manager



The Ask

That City Council review and approve Phase I of the Co-Sponsorship Program and funding for FY26.

Community Events Co-Sponsorship Program

- Intended to facilitate non-profit community events open to the general public.
- Provides a "one-time" award in the form of a fee waiver or in-kind assistance.
- In-Kind support may be used to offset City fees and the cost of City services incurred by the requested community event.

Note: This is not a subsidy or grant program in the form of actual cash toward an event.



SAME PROGRAM, TWICE THE OPPURTUNITY

Co-Sponsorship Program Timeline



1

2

STEPS	PHASE ONE – Traditional Timeline Events July through December 2025	PHASE TWO – NEW Mid-FY Supplemental Asks Events January through June 2026
Applications Available	February	July
Applications Due	March	August
Application Review	April	September
Present Recommendations to Council	April	October
Adoption of FY Budget (June), Award Letters	June	November



Co-Sponsorship Program Criteria

- ☐ Corona non-profit or government agency
- ☐ Event designed to accomplish one or more of the following:
 - Promote the City of Corona as a safe, vibrant, and family-friendly community.
 - Promote the City of Corona as a desirable place to live, visit, or do business.
 - Promote the City of Corona as a visitor destination and/or bring tourism associated revenue to the City.
 - Enhance the quality of life and wellbeing of the residents of the City of Corona.
 - Advance the City's commitment to, and pride in, being a multicultural community.
 - Promote cultural and artistic awareness within the community.

Phase One: Requests for Fiscal Year 2026 **\$9,123**

Date	Event & Organizer	New / Returning	Criteria Met	Service / Location	Support Requested (Fee Waiver)
Aug. 23, 2005	Broadway Show Circle City Chorale	Returning	Yes	HCC Theater	\$1,290
Sept. 11, 2025	Patriot Day, Remember 9/11 The Chamber Foundation	Returning	Yes	HCC Lawn	\$3,228
Sept. 21, 2005	Construction Industry Education Foundation CIEF Trades Day	Returning	Yes	Santana Park	\$650
Oct. 4, 2025	Pancake Breakfast The Lions Club of Corona	Returning	Yes	Library	\$975
Oct. 4, 2025	Light the Night Leukemia and Lymphoma Society	Returning	Yes	Santana Park	\$1,410
Nov. 1, 2025	Amber Waves of Grain Beer Festival All American Riders and Blue Star Mothers	Returning	Yes	Dos Lagos / City Logo Use	\$0 / Title Only
Nov. 6, 2025	Kristallnacht Holocaust Remembrance Temple Beth Sholom of Corona	New	Yes	Library	\$780
Nov. 16, 2025	Remembrance Day Safe Streets Are for Everyone IE	New	Yes	HCC Lawn	\$790

Phase Two: Projected Returning Requests \$20,000

Event Date	Event & Organizer	New / Returning	Criteria Met	Service / Location	Support Requested (Fee Waiver)
January, TBA	Texas Hold-Em Tournament Casino Night Corona Lions Club	Returning	Yes	Library FAM Rom	\$1,318
January, TBA	Fundraiser / Volunteer Recognition For the People Task Force	Returning	Yes	CCC Banquet Room	\$1,865
March, TBA	Dreams and Decisions Soroptimists of Corona	Returning	Yes	CCC Banquet Room	\$1,980
March, TBA	Bingo Night Fundraiser Inspire Life Skills	Returning	Yes	CCC Banquet Room	\$2,020
April, TBA	Day of the Child Corona Norco Day of the Child	Returning	Yes	City Hall Lawn	\$1,163
May, TBA	Vintage Home Tour Corona Historic Preservation Society	Returning	Yes	HCC Community Room and Traffic Cones	\$387
May, TBA	Relay for Life American Cancer Society	Returning	Yes	Santana Park	\$1,577
May, TBA	Memorial Mile March Chamber Foundation	Returning	Yes	HCC Lawn	\$967
June, TBA	Antiques Fair Heritage Park	Returning	Yes	Traffic Control Plan	2,192
June, TBA	Lobsterfest Corona Rotary	Returning	Yes	Lane Closure	\$6,531

SAME PROGRAM, TWICE THE OPPURTUNITY

FY 25 Co-Sponsorship Program Funding



1

Phase One Requests
July through December 2025

\$9,123

8 Co-Sponsorship Events

2

Phase Two Projected
January through June 2026

\$20,000

TBD Co-Sponsorship Events



FY26 Total Forecast
July 2025 through June 2026

\$29,123

Projected Savings of \$4,721 Over FY25



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Questions?

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