REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:
Res Ord No.: 18978
Sponsor(s): Frank White
Date: October 26, 2015

SUBJECT	Action Requested ☑ Resolution ☐ Ordinance Project/Title: Recommending sponsorship of the postset	ason Royal Celebration			
BUDGET INFORMATION To be completed By Requesting Department and Finance	Amount authorized by this legislation this fiscal year: Amount previously authorized this fiscal year: Total amount authorized after this legislative action: Amount budgeted for this item * (including transfers): Source of funding (name of fund) and account code number; FROM / TO * If account includes additional funds for other expenses, total budgeted.	\$25,000.00 \$0.00 \$25,000.00 \$25,000.00 FROM ACCT 25,000 – 300-5300-58020 TO ACCT 25,000 – 300-5300-56210 d in the account is: \$			
	OTHER FINANCIAL INFORMATION: No budget impact (no fiscal note required) Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract: Department: Estimated Use: \$ Prior Year Budget (if applicable): Prior Year Actual Amount Spent (if applicable):				
PRIOR LEGISLATION	Prior ordinances and (date): N/A Prior resolutions and (date): N/A				
CONTACT INFORMATION	RLA drafted by (name, title, & phone): Mary Lou Brown, Chief Administrative Officer, 816-881-3064				
REQUEST SUMMARY	Planning is underway by SportsKC for a postseason Royal Celebration parade and event to honor the Royals. The Royal Celebration will include a parade down Grand Boulevard honoring our own Kansas City Royals concluding with a Celebration Rally at Union Station. This sponsorship provides Jackson County recognition as follows: Name incorporated with Title Sponsor identification which includes both social media and news releases; logo inclusion on main stage video walls; and sponsor recognition during public address announcements. In addition, the anticipated attendance is 250,000 with expected media coverage by all local and numerous national outlets.				
CLEARANCE	☐ Tax Clearance Completed (Purchasing & Departmen ☐ Business License Verified (Purchasing & Departmen ☐ Chapter 6 Compliance - Affirmative Action/Prevailing	nt)	ice)		

ATTA	CHMENTS	12 12 17				
REVIEW		Department Director:		Date:	Date:	
		Finance (Budget A	Approval): Mary Ra	Date:	123/15	
		Division Manager	m. Oh Bu	Date:	balic	
		County Counselor	's Office:	Date:	aco pro	
Fisca			by Budget Office in Finance	e Department)		
	Funds for t	his were encumbere	d from the	Fund in		
	is chargeab	le and there is a casi		oppropriation to which the expenditure d in the treasury to the credit of the fund from the herein authorized.	which	
	Funds suffi	cient for this expend	diture will be/were appropriated b	y Ordinance #		
	Funds suffi	cient for this approp	oriation are available from the sou	rce indicated below.		
	Account 1	Number:	Account Title:	Amount Not to Exceed:		
					Jerin	
				n County to pay any specific amount. The ava	ailability of	

This legislative action does not impact the County financially and does not require Finance/Budget approval.

Fiscal Note: Jackson County, Missouri

Funds sufficient for this transfer are available from the sources indicated below.

PC# 41542015001 Date: October 23, 2015 RES #18978 Department / Division Character/Description То From Park Enterprise Fund - 300 5300 - Non-Departmental 58020 - Buildings & Improvements 25,000 25,000 5300 - Non-Departmental 56210 - Advertising 25,000 25,000

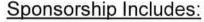


ROYAL LUICELEBRATION

KANSAS CITY ROYALS · 2015 CHAMPIONS



Be part of the largest baseball celebration in Kansas City! Become a supporting sponsor of the Royal Celebration postseason festivities for the Kansas City Royals. Plans include a parade downtown concluding with a large rally in front of Union Station.



- Sponsor incorporated in the name: "Royal Celebration", supported by company name:
 - Logo presence where applicable on stage and parade route signage
 - Included in social media and news releases where appropriate
 - Anticipated attendance of 250,000+
 - Expected media coverage by local, regional & national outlets
- Post-parade Rally includes:
 - Logo inclusion on main stage video walls
 - Sponsor recognition during public address announcements
 - 8 VIP tickets & 2 VIP parking passes
- Other opportunities:
 - Ability to use the Royal Celebration logo in pre-promotion of the event





Sponsorship Investment: \$25,000