

Memo

To: City Arts Commission
From: Vanessa Moore, Vice Chair
Date: Monday, February 2, 2026
Re: Public Relations and Marketing Ad Hoc Subcommittee report

The Public Relations and Marketing Ad Hoc Subcommittee met and identified several opportunities for the Newport Beach Arts Foundation to recognize and incentivize sponsors and donors through the City's *Concerts on the Green* and Pacific Symphony.

The commission leadership committee will present these opportunities to the Foundation at our earliest opportunity either the February or March foundation meeting, or a meeting with foundation leadership to determine whether they would like to pursue sponsorships in the form of the following:

- VIP tables
- Names/logos on the banner of stage
- Verbal announcements at events
- Print materials
- Step and Repeat
- Opportunities to sponsor the children's activities

Under this proposed structure:

- The **Arts Foundation** would be solely responsible for securing financial sponsorships.
- The **Commission** would remain responsible for event operations and programming.
- Any funds secured through sponsorships, should the Foundation choose to pursue them, would be noted to donors that they would be used to elevate current Arts commission programs

and support new arts programming and events for the city through the Arts Commission. The goal for the sponsorships is to raise more funds for the Commission for refreshed and exciting new community arts events for our residents.