



City Hall Council Chamber
1515 Sixth Street, Coachella, California
(760) 398-3502 ♦ www.coachella.org

AGENDA

OF A REGULAR MEETING
OF THE
CITY OF COACHELLA

ECONOMIC DEVELOPMENT | PLANNING SUB-COMMITTEE

October 03, 2024
5:00 PM

<p>In-Person Meeting Location:</p> <p>Coachella City Hall Council Chamber 1515 Sixth Street Coachella, CA</p>	<p>If you would like to attend the meeting via Zoom, here is the link:</p> <p>https://us02web.zoom.us/j/88007186882?pwd=MGtYOU00RnJuSHN5Wm9iUzAyU3I1QT09</p> <p>Or One tap mobile : +16694449171,,88007186882#,,,,*998777# Or Telephone: US: +1 669 900 6833 Webinar ID: 880 0718 6882 Passcode: 998777</p> <p>Spanish: El idioma español está disponible en Zoom seleccionado la opción en la parte de abajo de la pantalla</p>
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- Public comments may be received **either in person, via email, telephonically, or via Zoom** with a limit of **250 words, or three minutes:**
 - **In Real Time:**

If participating in real time via Zoom or phone, during the Public Comment Period, use the “**raise hand**” function on your computer, or when using a phone, participants can raise their hand by pressing *9 on the keypad.
 - **In Writing:**

Written comments may be submitted to the City Council electronically via email to cityclerk@coachella.org. Transmittal **prior to the start** of the meeting is required. All written comments received will be forwarded to the City Council and entered into the record.
 - If you wish, you may leave a message at (760) 262-6240 before 5:30 p.m. on the day of the meeting.
- The **live stream** of the meeting may be **viewed online** by accessing the city's website at www.coachella.org, and clicking on the "**Watch Council Meetings**" tab located on the home page, and then clicking on the "live" button.

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

APPROVAL OF AGENDA:

“At this time the Committee may announce any items being pulled from the agenda or continued to another date or request the moving of an item on the agenda.”

APPROVAL OF THE MINUTES:

NONE

PRESENTATIONS:

1. Presentation - Consideration of a \$45,000 Request for Sponsorship of the Palm Springs International Film Festival

NEW BUSINESS CALENDAR (LEGISLATIVE AND ADMINISTRATIVE):

NONE

PUBLIC COMMENTS (NON-AGENDA ITEMS):

“The public may address the Committee on any item of interest to the public that is not on the agenda, but is within the subject matter jurisdiction thereof. Please limit your comments to three (3) minutes.”

ADJOURNMENT:

*Complete Agenda Packets are available for public inspection at the
City Clerk’s Office at 53-462 Enterprise Way, Coachella, California, and on the
City’s website www.coachella.org.*

THIS MEETING IS ACCESSIBLE TO PERSONS WITH DISABILITIES



PALM SPRINGS INTERNATIONAL FILM SOCIETY

2025 PALM SPRINGS INTERNATIONAL FILM FESTIVAL

36th

ANNUAL PALM SPRINGS
INTERNATIONAL FILM FESTIVAL

JANUARY 2-13, 2025

Consideration of Sponsorship Request



JANUARY 8-13, 2025

PALMSIFF.ORG

THE 31ST ANNUAL
PALM SPRINGS
INTERNATIONAL FILM FESTIVAL

Launched in 1990, the Palm Springs International Film Festival (PSIFF) is a premier presenter of world cinema located in the beautiful Coachella Valley at the base of Mt. San Jacinto in southern California. The Festival brings together a sophisticated and diverse audience, including industry, film aficionados from across the country and filmmakers from around the world.

The 36th annual Palm Springs International Film Festival is scheduled to be held physically from January 2 - 13, 2025. The annual star-studded Film Awards, honoring the best and brightest performances of the year, is scheduled for January 3, 2025.

PSIFF is organized by the Palm Springs International Film Society, a 501(c)(3) charitable non-profit organization dedicated to cultivating and promoting the art and science of film through education and cross-cultural awareness.

Broad Brand Visibility.

Promotional and Marketing Activities. The City of Coachella will be entitled to all benefits commensurate with its level of support.

On-Site Promotion: The City of Coachella's logo will be placed at the screening venues and other guest-facing areas, sized commensurate with the sponsorship level.

Local Print Advertising. We partner with local and regional outlets to bring the festival to the community. This sponsorship will give the company brand recognition through partnership and association with Palm Springs International Film Society.

Program Book Advertising. The Souvenir Program book is distributed before, during and after the Festival. The City of Coachella's logo will be in-full color, grouped, and sized commensurate with sponsorship levels.

The City of Coachella will also receive one (1) Full-Page Color Ad in the Souvenir Program Book.

Festival Pre-Screening Trailer. The PSIFS will create a trailer that combines creative branding and sponsor identification. It will feature the City of Coachella's logo, grouped and sized commensurate with sponsorship levels.

On-Screen Advertising. The digital advertising image and message of the City of Coachella's choice will be included in the sponsor reel that runs continuously between every film at all venues during the Festival; an opportunity to reach every audience member with your unique brand messaging.



Student Screening Day Onscreen Advertising. The digital advertising image and message of the City of Coachella's choice will be included

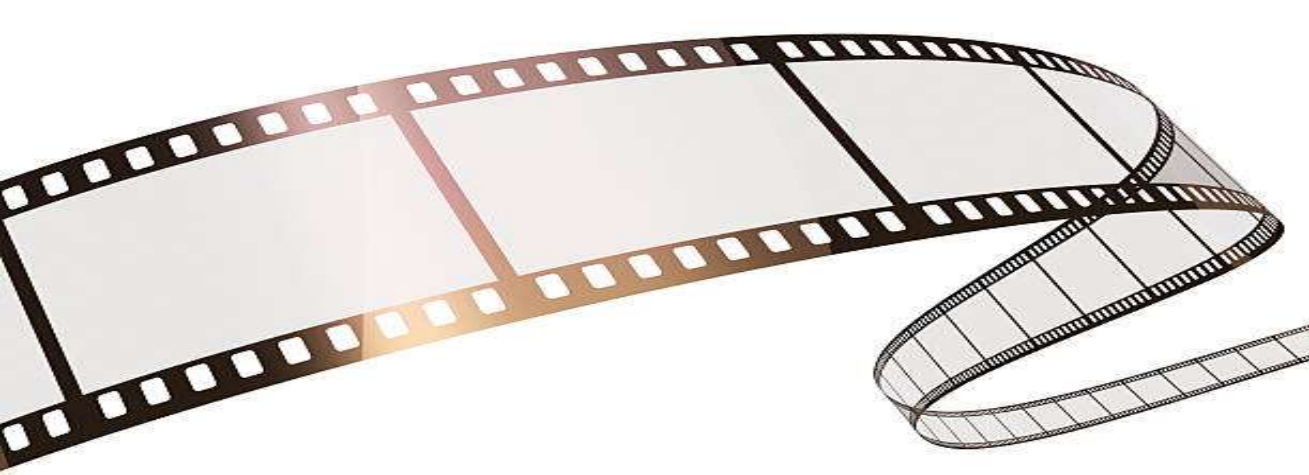
Festival Guide. The City of Coachella's logo will be placed on the sponsor pages distributed before and during the festival, grouped and sized commensurate with sponsorship levels. This newsprint guide will be available in the Desert Sun daily Newspaper, available at all venues, and the "PSIFS" office.

Sponsor Signage. The City of Coachella's logo placement on signage at each screening venue and other guest-facing areas, such as the 'Ticket & Information Center', grouped and sized commensurate with sponsorship levels.

Website. The City of Coachella's logo will be placed on the PSIFS website, psfilmfest.org, and a hyperlink to The City of Coachella's designated URL must be provided to PSIFS with the marketing materials.

Where To web page. 3 businesses selected by the City of Coachella that will be listed on the PSIFF Where To Eat, Play, Stay webpage. The business will be listed under the business category with the business logo and a URL link to their choice.





Festival and Event Entitlements. The City of Coachella will receive the following tickets and hospitality benefits: Item 1.

Sponsor Screening Passes. Eight (8) fully transferable sponsor passes, good for entry into all regular screenings.

Opening Night Screening & Reception. Eight (8) Tickets

Closing Night Screening & Reception. Eight (8) Tickets

Filmmaker Parties. Eight (8) tickets to each scheduled filmmaker party

Vouchers. Twenty (20) film screening vouchers that can be redeemed for any regular film screening once the Box Office opens through the Festival. Can be used as giveaways.

Social Media Post. One (1) dedicated social media post. Content to be provided by the City of Coachella 7



Film Awards Benefits.

- One (1) “VIP Platinum” table for 12 people (valued at \$25,000) with associated benefits per *Film Awards* department.; includes Parker After-Party access for all table guests.
- Two (2) transferable passes that can be used in the Talent Section at the After Party

Film Awards Table Guest Registration: Due December 1, 2024. **PLEASE NOTE:** The Film Awards registration link will be sent to you separately from filmawards@psfilmfest.org

Onscreen recognition. The City of Coachella’s logo, grouped and sized commensurate with sponsorship levels. Only Premiere level sponsors and up are recognized at the Film Award

Special Events.

Student Screening Day will be held at Coachella Valley High School. Date is still being locked with school but will be between January 6-12. CVHS would be the Host School and PSIFF would bus students in from other schools.

- We would love to have a Welcome from Mayor or Council at these events
- PSIFF provides boxed lunches for all the students and the busing
- Media will be onsite.
- Rights to photos taken at the event for the City to use

Filmmaker in the Classroom was held at Coachella Valley High School (4/15/24). Passes to ShortFest were given to all the students that participated. Filmmaker in the Classroom will be returning in the Spring of 2025.





City of Coachella to provide:

Financial Consideration: The City of Coachella will pay Palm Springs International Film Society the sum of forty-five thousand dollars (\$45,000.00) due upon signing the sponsorship agreement.

All **Marketing and Advertising Collateral** due to PSISF by the set deadlines.