

ITEM #: 1
DATE: 01-31-25
DEPT: ADMIN

COUNCIL ACTION FORM

SUBJECT: **2025 NAACP FREEDOM FUND BANQUET SPONSORSHIP**

BACKGROUND:

At the January 28, 2025 City Council meeting, the Council reviewed a request (attached) from Pastor Moses Ward, President of the Ames Branch of the NAACP for sponsorship of the 2025 NAACP Freedom Fund Banquet. The Council directed that the request be placed on the January 31, 2025 agenda for Council consideration.

The letter from Pastor Ward describes the scheduled program for the 2025 event, which will be held on February 20 beginning at 5:30 p.m. The keynote speaker will be Sharon Weston Broome, the first African American female Mayor-President of Baton Rouge, Louisiana.

The City Council is being asked whether it wishes to participate as a sponsor in the event. Five sponsorship levels are offered, along with individual/single ticket pricing. The sponsorship levels are summarized below:

Diamond Sponsor: \$5,000, includes 20 guests at the event

Platinum Sponsor: \$3,500, includes 16 guests at the event

Silver Sponsor: \$2,500, includes 10 guests at the event

Bronze Sponsor: \$1,000, includes 8 guests at the event

Sustaining Sponsor/Faith-Based: \$500, includes 5 guests at the event

In 2024, the City participated in the event as a Bronze Sponsor. It should be noted that separately from the sponsorship being requested from the City Council, the Police Department plans to participate again this year as a Bronze Sponsor. The Library is exploring participating as a sponsor this year as well, but has yet to determine which level of sponsorship to pursue.

Funding to support the request is available from the Council Contingency account, which has a current balance of \$123,872.

ALTERNATIVES:

1. Authorize the use of \$1,000 from the Council Contingency Account for a Bronze Sponsorship level for the 2025 NAACP Freedom Fund Banquet.
2. Authorize a sponsorship at one of the other sponsorship levels.
3. Decline to sponsor the 2025 NAACP Freedom Fund Banquet.

CITY MANAGER'S RECOMMENDED ACTION:

The NAACP Freedom Fund Banquet is a signature annual event for the Ames Branch of this important organization. Through this and other events, the NAACP facilitates meaningful conversations to strive for equitable outcomes for the whole community. In 2024, the City participated in this event as a Bronze Sponsor. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as described above.

ATTACHMENT(S):

[Ames NAACP 2025 Freedom Fund Sponsor Request- City of Ames.pdf](#)