



Cathedral City

2025 BATTLE IN THE DESERT

CITY SPONSORSHIP BENEFITS/PHILANTHROPY DETAILS

- The City of Cathedral City receives its logo on branded merchandise like t-shirts, posters, etc. and appears prominently on all marketing materials and graphics posted to social media promoting the 2024 event.
- Jesus Gonzalez, the event organizer, pays CCFD \$600 each year to have the ambulance on standby during the Battle in the Desert boxing event.
- Last year, the Battle in the Desert donated about \$5,500-\$6,000 combined to the following nonprofit organizations (come from ticket sales):
 - Cathedral City Police Explorer Program
 - USA Boxing
 - Adrian Cordova Foundation
 - Diaz Brothers Training Camp