



(Item Laid over from 4/18/19 Agenda)

Long Beach Water

Exceptional Water · Exceptional Service

1800 E. Wardlow Road, Long Beach, CA 90807-4931
562.570.2300 | lbwater.org

Board of Water Commissioners
March 21, 2019 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Authorization to sponsor the Long Beach Ronald McDonald House "A Few Good Men" Gala event Tuesday, October 29, 2019, being held at the Pacific Room at the Long Beach Arena (Sponsorship category: Community Outreach Event).

Executive Summary:

Funds raised from this event will be used to directly benefit the Long Beach Ronald McDonald House assisting families of children facing serious, often life-threatening illnesses.

This event would provide an opportunity for the Long Beach Water Department (LBWD) promotion through signage, the website, social media and local media coverage. Over 1,000 guests are expected to attend this event, which is the signature event for the Long Beach Ronald McDonald House.

Ronald McDonald House supports the LBWD conservation program by participating in the past in a water assessment which directed the Long Beach Ronald McDonald House to replace tower seals; adjust toilet fill lines; install flow restrictors throughout the facility; and replacing showerheads; and making adjustments to irrigation control systems.

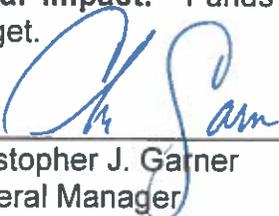
Ronald McDonald House of Long Beach is requesting a \$2,500 sponsorship.

Ronald McDonald House has not received a sponsorship in the past.

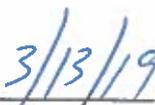
Staff Recommendation/Fiscal Impacts

Determine that an invitation to participate in the Long Beach Ronald McDonald House Gala event, Tuesday, October 29, 2019, in the amount of \$2,500.00, complies with Board Policy Statement 1998-31, Expenditure of Water Department Funds for Board Approved Long Beach Related Community and Civic Activities.

Fiscal Impact: Funds for Long Beach related community activities are included in the annual budget.



Christopher J. Garner
General Manager



Date

Attachments



A FEW GOOD MEN GALA 2019

Dear Friends,

Please join us for a very special evening on Tuesday, October 29, 2019 at the Pacific Room at the Long Beach Arena. Now in its sixth year, "A Few Good Men" is our signature gala event honoring esteemed gentlemen of the community. Each Honoree will walk the runway in a men's fashion show benefiting the Long Beach Ronald McDonald House. Honorees are well-known throughout the region for generous philanthropic contributions to the communities they serve and beyond.

Gala guests will enjoy a red carpet arrival with a champagne greeting, decadent hors d'oeuvres, a silent auction and a chance to mix and mingle with over 950 community supporters before entering the ballroom for dinner and an exciting show featuring fashion from a local men's fashion partner. In addition, attendees will have an opportunity to bid on a priceless, uniquely selected experience with each Honoree, and hear first-hand from a family who has stayed at the House.

The Long Beach Ronald McDonald House is a "home away from home" for families with critically-ill children undergoing treatment at nearby hospitals and medical facilities. The House opened its doors in December 2011 with the goal of creating a place where children and their families embrace life and healing with a sense of hope, enthusiasm, courage, and joy.

We sincerely hope you'll join in our efforts to recognize our deserving Honorees by purchasing a table at the 2019 6th Annual A Few Good Men Gala benefiting the Long Beach Ronald McDonald House.

Sincerely,

Cheri Bazley
Executive Director
Long Beach Ronald McDonald House



A FEW
GOOD MEN

Long Beach Water Department Program Sponsorship Application

LONG BEACH
WATER DEPT

2019 MAR -1 PM 12: 11

Cover Page

Submitted (date) February 28, 2019 mail electronic

Event Date October 29, 2019 Time 5:30pm

Location Pacific Room at Long Beach Arena

Title of Program/Event A Few Good Men Gala

Please attach previous or current promotional and sponsorship materials to this application.

APPLICANT ORGANIZATION

Name of Organization Long Beach Ronald McDonald House

Mailing Address 500 E. 27th St, Long Beach, CA 90806

Phone 5622854300 Federal/Tax ID 95-3167869

Check one:

- Not-for-profit Organization
- Government Agency
- Public Organization
- Sole proprietor:

Owner's Full Name Ronald McDonald House Charities of Southern California

Address 4560 Fountain Avenue

Los Angeles, CA 90029

Tax EIN/SSN 95-3167869

Representative of Applicant Organization

Name Rebecca Jackson Lai Title Director of Development

Email rjackson@rmhcsc.org Cell 562.285.4309

Please answer the following questions/sections on a separate sheet of paper; attach additional sheets as needed.

PROGRAM INFORMATION

Please answer the following questions; attach additional sheets as needed.

1. Target market for the program/event?
2. Purpose of program/event?
3. Sponsorship request?

Eligibility

Please explain how the program promotes one of the LBWD goals; attach additional sheets as needed.

1. Raising public awareness on issues related to the LBWD's mission and core business of the department?
2. Contributing to a sustainable Long Beach by promoting conservation?
3. Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?

Applicant Signature

The person signing this application certifies that the information presented on this application is correct and complete. This signature is also an affirmative statement that the program or event is not a political fundraising event and is non-partisan.

Signature  Date 2/28/19

Please mail or deliver your completed application to
Long Beach Water Department
Attention: Executive Assistant to the Board, 4th Floor
1800 E. Wardlow Rd.
Long Beach, CA 90807

Additional inquiries or information needed? Please call: 562-570-2302



**Ronald
McDonald
House**

LONG BEACH

Program Information:

1. Target market for the program/event?

The 6th Annual A Few Good Men Gala is the signature event of the Long Beach Ronald McDonald House, and is recognized throughout the surrounding community for garnering great promotion. More than 1,000 guests are expected to join the Long Beach Ronald McDonald House on Tuesday, October 29, 2019 at the Pacific Room at the Long Beach Arena. This event will provide extensive opportunity for Long Beach Water Department promotion through signage, website, social media, local media coverage, printed newsletters and more. In addition, these 1,000+ guests are some of the community's most influential and philanthropic supporters throughout Long Beach, Lakewood, South Bay, Los Angeles and Orange County.

2. Purpose of program/event?

Families of children facing serious, often life-threatening illnesses will be helped by this event. In 2019 we expect to house over 800 families and the funds raised from A Few Good Men will all be used to directly benefit the Long Beach Ronald McDonald House. The annual A Few Good Men Gala is now the largest fundraiser for the Long Beach Ronald McDonald House. Our House asks for a nightly contribution of between \$25 and \$35 per night, but a family is never turned away due to an inability to pay. During 2018, 607 families were served for a total of 5,858 room nights. This represents an average of 71% occupancy rate for available room nights. Of the families that stayed at Long Beach Ronald McDonald House, 53% of families were unable to contribute anything towards their stay with us.

3. Sponsorship request?

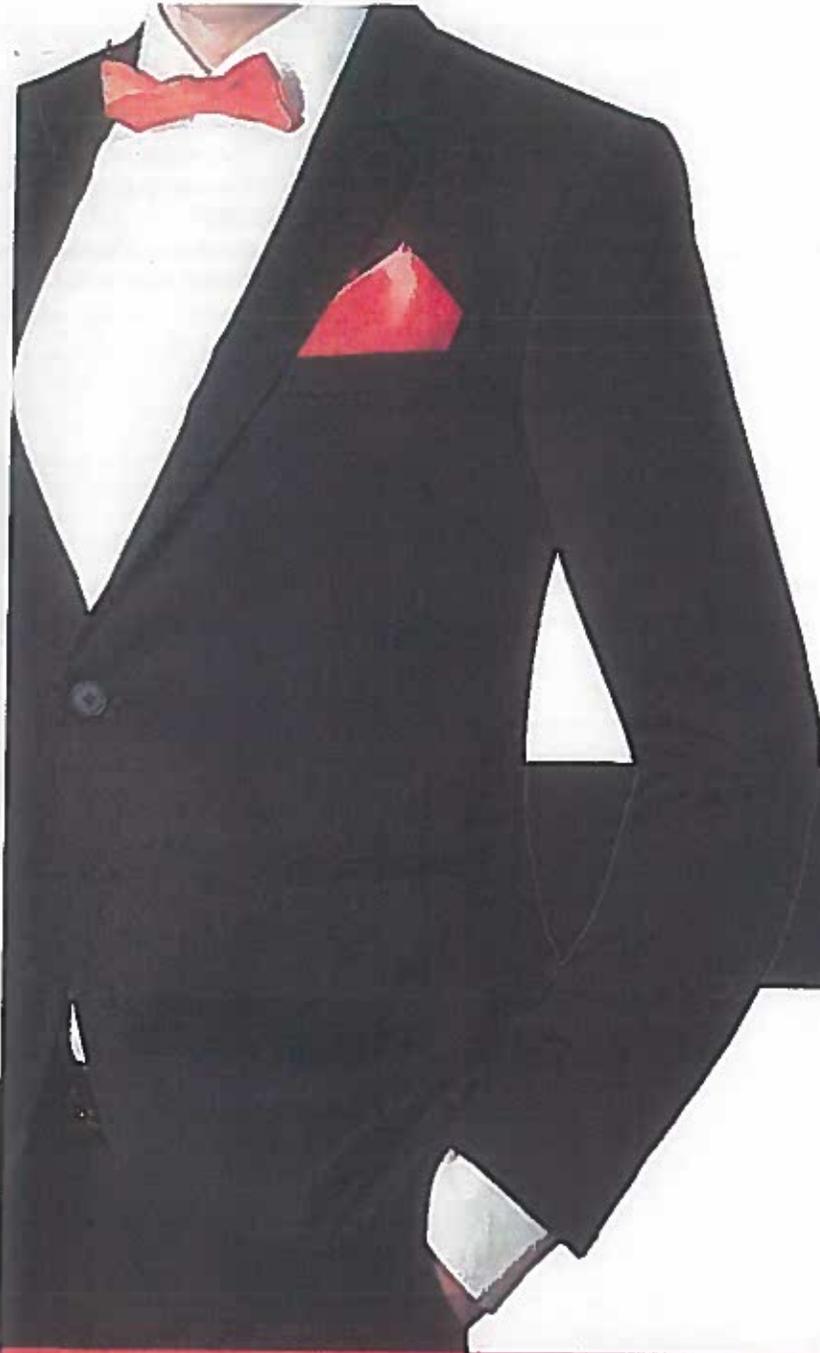
We rely on philanthropic gifts to help us provide a room for any family who needs this facility and its services in order to provide comfort and support for their sick children. With the costs of staff, cleaning supplies for the rooms and the House, and other expenses, the cost of maintaining the house is more than \$125 per night per room. Receiving a sponsorship of \$2,500 from the Long Beach Water Department would provide 20 room nights for low income families from all over the area and many other national and international locations to be with their ill children.

Eligibility:

Please explain how the program promotes one of the LBWD goals.

Our program is participating in a region-wide effort on the part of Ronald McDonald House Charities of Southern California to enhance our use of renewable energy in order to minimize costs and give our guests a clean, healthy space in which to care for their loved ones. The original building where our program is located was constructed in the 1950s and served for many years as residential apartments. The building was extensively renovated from 2010 to 2011 prior to the opening of the Ronald McDonald House. At the time of renovation, all of the landscaping throughout our property was converted to xerophytic plant species that are adapted to survive in low-water conditions.

In 2016, an assessment was made of our program's water usage, with detailed recommendations for reducing overall water use and cost within a 5-year period. At the time, the House was paying 72 percent of the national average water and sewer rate, although the assessment demonstrated several additional areas for improvement. These recommendations included: replacing tower seals and adjusting floats on toilet fill lines; installing flow restrictors on faucets throughout the facility; replacing showerheads with units that have adjustable low flow rates; making minor adjustments to irrigation control system. Over the past several years, we have worked to implement these recommendations, which are expected to reduce our total water use intensity from 124 gallons per family night to 89 gallons – a 28 percent reduction in usage.



6th Annual
A FEW
GOOD MEN
GALA

Sponsored by

*Don Temple Family
Charitable Foundation*

Tuesday, October 29, 2019
Pacific Room at the Long Beach Arena
800 East Ocean Boulevard | Long Beach, CA 90802

Benefiting



Ronald
McDonald
House[®]
LONG BEACH

SPONSORSHIP OPPORTUNITIES

CLASS OF 2019 A FEW GOOD MEN:

Roster to be announced soon!

WHY BECOME A SPONSOR

SERVE your community by actions, not words.

Build **RELATIONSHIPS** between your Brand/Company and our affluent market.

ALIGN with a well-respected and trusted Brand - Ronald McDonald House Charities®.

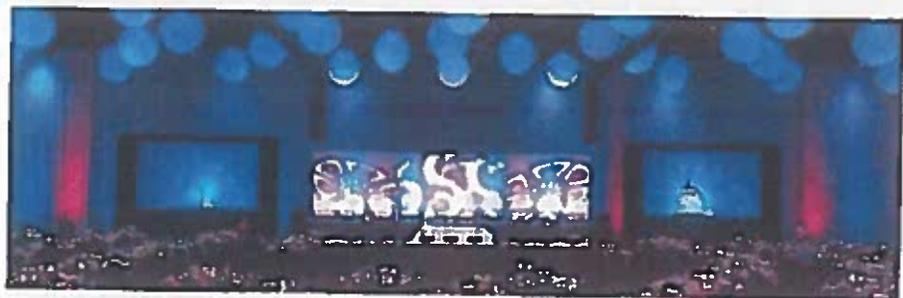
95% brand recognition in the United States.
Global reach in 52 countries and regions.
Serving countless families and children since 1975.

Increase **VISIBILITY** - "Your company" logo on promotional media package (event entry forms, email blasts, magazine and newsprint advertising and web ads).

STRENGTHEN employee loyalty.

EXCLUSIVITY - Your name/company featured on signage, print and web material.

ENGAGE your community through example by showing support for the Long Beach Ronald McDonald House.



A FEW
GOOD MEN

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$50,000

- Two tables of ten – front row
- Exclusive VIP amenities custom-tailored to sponsor's taste (such as an additional table at event, limo transportation, or a private VIP reception)
- A speaking opportunity at the event, if desired
- Premier logo placement on the event presentation
- Logo/Representation as "Title Sponsor" on all collateral, invitations, signage, and step & repeat
- Recognition as "Title Sponsor" in all press materials
- Two bottles of champagne at each table
- Recognition in sponsorship section of event program
- Full page color advertisement in event program with preferred placement
- Premier recognition at pre-event cocktail reception
- Pre-event cocktail party invites for fifteen guests
- Recognition in pre-event video
- Express check-in at AFGM event
- Invitation to annual LBRMH donor recognition party
- Recognition in one quarterly newsletter
- Logo recognition on our website

PRESENTING SPONSOR - \$25,000

- Two tables of ten – front row
- Logo/Representation as "Presenting Sponsor" on invitation, signage and step & repeat
- Recognition as "Presenting Sponsor" in the press
- Two bottles of champagne at each table
- Recognition in sponsorship section of event program
- Full page color advertisement in event program
- Premier recognition at pre-event cocktail reception
- Pre-event cocktail party invites for ten people
- Recognition in pre-event video
- Express check-in at AFGM event
- Invitation to annual LBRMH donor recognition party
- Recognition in one quarterly newsletter
- Logo recognition on our website

DIAMOND - \$15,000

- One table of ten (superior seating)
- Two bottles of champagne at table
- Logo/Representation on signage
- Recognition in sponsorship section of event program
- Half page full color advertisement in program
- Premier recognition at pre-event cocktail reception
- Pre-event cocktail party invites for eight people
- Express check-in at AFGM event
- Invitation to annual LBRMH donor recognition party
- Recognition in one quarterly newsletter
- Logo recognition on our website

GOLD - \$10,000

- One table of ten (favored seating)
- Logo/Representation on collateral and signage
- Recognition in sponsorship section of program
- Half page full color advertisement in program
- Recognition at pre-event cocktail reception
- Pre-event cocktail party invite for six people
- Express check-in at AFGM event
- Invitation to annual LBRMH donor recognition party
- Recognition in one quarterly newsletter
- Logo recognition on our website

SILVER - \$5,000

- One table of ten (preferred seating)
- Logo/Representation on collateral and signage
- Recognition in sponsorship section of program
- Quarter page full color advertisement in program
- Recognition at pre-event cocktail reception
- Pre-event cocktail party invites for four people
- Express check-in at AFGM event
- Invitation to annual LBRMH donor recognition party
- Recognition in one quarterly newsletter
- Logo recognition on our website

BRONZE - \$2,500

- One table of ten
- Quarter page advertisement in program
- Company or individual's name in event program
- Invitation to annual LBRMH donor recognition party

INDIVIDUAL TICKET - \$200

A FEW
GOOD MEN

BENEFITS

BENEFIT	Title Sponsor \$50,000	Presenting Sponsor \$25,000	Diamond Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500
Exclusive VIP Amenities						
Two tables of ten						
One table of ten						
Logo/representation on all collateral, invitation, signage and step & repeat						
Recognition as Title or Presenting Sponsor in all press materials						
Bottle(s) of champagne at table(s)						
Recognition as sponsor in event program						
Full page color advertisement in program						
Half page color advertisement in program						
Quarter page color advertisement in program						
Recognition on event signage						
Recognition in one quarterly newsletter						
Recognition at pre-event cocktail reception						
Recognition in pre-event video						
Express check-in						
Invitation to annual LBRMH donor recognition party						

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GOOD MEN

UNDERWRITING OPPORTUNITIES

If you or someone you know is willing to underwrite all or a portion of the items listed below, please indicate the name and amount in the appropriate box and return with your payment. Underwriters will be acknowledged on the A Few Good Men signage and in the event program. Thank you!

Catwalk Fashion Show \$15,000	Hosted Event Cocktail Hour \$15,000	Event Program \$8,000
Videographer \$8,000	Hosted Wine \$7,500	VIP Cocktail Reception (Sept. 5th) \$7,000
Invitations/Save the Dates \$5,000	Parking \$5,000	Party Favors \$4,500
Opportunity Drawing \$3,000	Red Carpet Arrival & Champagne Greet \$3,000	Auctioneer \$2,800
Silent Auction \$2,500	Event Signage \$1,000	

**Any underwriting opportunity can be divided between more than one underwriter.*

All underwriting opportunities include:

Two Tickets to A Few Good Men Event
Invitation to annual LBRMH donor recognition party

Recognition in event program
Recognition in one quarterly newsletter

Deadline:

For logo or recognition to be included on signage, commitment must be submitted by: October 7th, 2019

A FEW
GOOD MEN

A FEW
GOOD MEN
GALA

**PROGRAM
DIMENSIONS
SPECIFICATIONS**

\$1,500 FULL PAGE ACKNOWLEDGMENT

\$800 HALF PAGE ACKNOWLEDGMENT

\$500 QUARTER PAGE ACKNOWLEDGMENT

\$350 - NON-PROFIT QUARTER PAGE ACKNOWLEDGMENT

GRAPHIC REQUIREMENTS*:

Resolution: 300 dpi

Color: Full Color

Acknowledgment Sizes: Width x Height

Build acknowledgment to size - no bleeds

File Formats:

Any version of: InDesign, TIFF, EPS, JPEG, Illustrator, Photoshop or PDF (No Quark please)

Please include fonts, or convert fonts to outlines

***We have a dedicated in-house design team to assist with any design(s).**

ACKNOWLEDGMENT:

Full Page Acknowledgment:

Width 7.75" x Height 7.75"

1/2 Page Acknowledgment:

Width 7.75 in" x Height 3.75"

1/4 Page Acknowledgment:

Width 3.75" x Height 3.75"

Acknowledgment Deadline: October 7th, 2019

QUESTIONS:

t 562 285 4308

f 562 285 4399

500 E. 27th Street

Long Beach, CA 90806

MTaylor@rmhsc.org

SPONSORSHIP/PROGRAM ACKNOWLEDGMENT OR TICKET PAYMENT FORM

- | | |
|--|--|
| <input checked="" type="checkbox"/> Title Sponsor \$50,000
<input type="checkbox"/> Presenting Sponsor \$25,000
<input type="checkbox"/> Diamond Sponsor \$15,000
<input type="checkbox"/> Gold Sponsor \$10,000
<input type="checkbox"/> Silver Sponsor \$5,000
<input type="checkbox"/> Bronze Sponsor \$2,500
<input type="checkbox"/> Individual Ticket \$200 | <input type="checkbox"/> Full Page Acknowledgment \$1,500
<input type="checkbox"/> Half Page Acknowledgment \$800
<input type="checkbox"/> Quarter Page Acknowledgment \$500
<input type="checkbox"/> Non-profit Quarter
Page Acknowledgment \$350
<input type="checkbox"/> Underwriting _____ \$_____ |
|--|--|

Logo Information

a) In order to ensure the best possible reproduction of your logo, we require that you send us an Adobe Illustrator file (.eps or .ai). All fonts in the logo should be converted to outlines, and please include the file extension (.eps) in the file name. Be sure to include a color version as well as a solid black version of your logo.

b) A JPEG file is an acceptable format for recognition on our website; however, we cannot guarantee that the quality of your logo will be preserved when a JPEG file is also submitted for reproduction on a banner. If we determine that the logo quality is at risk of being compromised, we will recognize your organization in printed text rather than with your logo.

c) What URL would you like us to link your logo to? _____

d) How you would like your name or company listed on signage and website? _____

Please complete and return the enclosed application form by October 7th, 2019 for inclusion on event signage and for inclusion in program. Please indicate your preferred method of payment.

- Check enclosed
 Please invoice
 Amex
 Visa
 MC

Name _____ Address _____

Card # _____ Exp ____/____ Signature _____ Date _____

Phone _____ Email _____

Long Beach Ronald McDonald House – 500 E. 27th Street, Long Beach, CA 90806

Michelle Taylor Tel: 562-285-4308 – Fax: 562-285-4399 – Email: MTaylor@mhsc.org

A FEW
GOOD MEN

Board of Water Commissioners

FY 19 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	Water Dept - State of the City 2019	Long Beach Convention & Entertainment Center
\$ 15,000	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 1,500	Water Dept-Sponsor Cemetery Tour Oct 28, 2018	Historical Society of Long Beach
\$ 400	Belmont Shore Xmas Parade Entrance Fee	Belmont Shore Business Assoc
\$ 1,495	State of the County Luncheon 11/29/2018	LB Chamber of Commerce
\$ 1,000	American Assoc of University Women	American Assoc of University Women
\$ 1,500	Water Dept Sponsorship Conf 2/27-3/1/19	Urban Water Institute Inc.
\$ 1,500	WomenShelter Gala 4/24/19 Table	WomenShelter of Long Beach
\$ 1,000	Water Dept Sponsorship Meals on Wheels 7/23/2019	Meals on Wheels Long Beach, Inc.
\$ 100	Water Dept Sponsorship Earth Day on Pine 4/27/2019	Partners of Parks
\$ 1,800	Water Dept Sponsorship Rancho Los Al Cottonwood	Rancho Los Alamitos Foundation
\$ 3,333	Water Dept Sponsorship Aquarium Pacific Visisions	Aquarium of the Pacific
\$ 1,500	Water Dept Sponsorship Conf 8/14 -8/16/19	Urban Water Institute Inc.
\$ 1,000	Water Dept Sponsorship Uptown Jazz Fest - 7/6/2019	Partners of Parks
\$ 16,128	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
\$ 1,500	Ad in Musica Angelica Gala Program	Musica Angelca Baroque Orchestra
\$ 1,500	TOTAL CATEGORY 3: Ads for Events	

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
\$ -	TOTAL CATEGORY 4: Ad & Individual Tickets for Events	

\$ 32,628	TOTAL SPONSORSHIPS YTD
\$ 50,000	FY 19 SPONSORSHIP BUDGET

65.3% (as of June 13, 2019)

Board of Water Commissioners

FY 18 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	WATER DEPT-STATE OF THE CITY 2018*6596-1*	L B CONVENTION & ENTERTNMNT CTR
\$ 5,000	MAYOR'S INAUGURATION	MAYOR'S FUND FOR EDUCATION
\$ 20,000	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 1,495	WATER DEPT-LUNCHEON 11/16/17 ACT 3870	LONG BEACH AREA CHAMBER OF COMMERCE
\$ 3,500	WATER DEPT-SPONSORSHIP GOODWILL POWER 2/28/18	GOODWILL SERVING THE PEOPLE OF
\$ 400	CHRISTMAS PARADE LBWD FLOAT ENTRY FEE	BELMONT SHORE BUS. ASSOC.
\$ 750	WATER DEPT-POLICE & FIRE LUNCHEON 3/27/18	LONG BEACH AREA CHAMBER OF COMMERCE
\$ 1,500	WATER DEPT-SPONSORSHIP FOR CA WTR POLICY CONF	SACRAMENTO RIVER WATERSHED PROGRAM
\$ 2,500	WATER DEPT-SPONSORSHIP MUD MANIA 7/8/18	RANCHO LOS CERRITOS FOUNDATION
\$ 1,800	WATER DEPT-SPONSORSHIP LUNCHEON 5/31/18	RANCHO LOS ALAMITOS FOUNDATION
\$ 2,000	SPONSORSHIP 2018 BLUE WHALE GALA AWARDS 06/09/18	AQUARIUM OF THE PACIFIC
\$ 1,000	WATER DEPT- MEALS ON WHEELS SPONSORSHIP 7/21/18	MEALS ON WHEELS OF LONG BEACH INC
\$ 14,945	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
\$ 200	WATER DEPT-SPONSORSHIP LUNCHEON 4/14/18	LONG BEACH SECTION NATIONAL COUNCIL OF
\$ 1,500	SPONSORSHIP MUSICA ANJELICA GALA AD (INVOICED)	MUSICA ANJELICA
\$ 1,700	TOTAL CATEGORY 3: Ads for Events	

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
\$ 1,000	WATER DEPT- SPONSORSHIP FOR APRIL 25TH EVENT	WOMENSHelter OF LONG BEACH
\$ 1,375	LBCC 90TH ANNIVERSARY CELEBRATION GALA (INVOICED)	LONG BEACH CITY COLLEGE
\$ 720	ICT ENCORE 2018 EVENT	INTERNATIONAL CITY THEATRE
\$ 1,000	PARTNERS OF PARKS 9/29/2018 SOWING THE SEEDS OF SUM	PARTNERS OF PARKS

Board of Water Commissioners

\$ 4,095 TOTAL CATEGORY 4: Ad & Individual Tickets for Events

\$ 40,740 TOTAL SPONSORSHIPS YTD

\$ 30,000 FY 18 SPONSORSHIP BUDGET

135.8% (as of Sept 11th, 96% of the year)

Board of Water Commissioners

FY 17 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	WATER DEPT-STATE OF THE CITY 2017*998317-0221*	L B CONVENTION&ENTERTNMNT CTR
\$ 15,000	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 500	CHRISTMAS PARADE LBWD FLOAT ENTRY FEE	BELMONT SHORE BUS. ASSOC.
\$ 1,000	WATER DEPT-SPONSORSHIP LEADERSHIP AWARDS DINNER 12/8/16	CENTRO C H A INC
\$ 1,000	WATER DEPT-SPONSORSHIP LUNCHEON 7/9/17	RANCHO LOS ALAMITOS FOUNDATION
\$ 1,000	WATER DEPT-SPONSORSHIP MUD MANIA 7/9/17	RANCHO LOS CERRITOS FOUNDATION
\$ 1,250	WATER DEPT-SPONSORSHIP CONF 7/17-6/30/18	URBAN WATER INSTITUTE INC
\$ 1,500	WATER DEPT-SPONSOR CEMETERY TOUR OCT 28, 2017	HISTORICAL SOCIETY OF LONG BEACH
\$ 1,500	WATER DEPT-SPONSORSHIP AWARDS EVENT 09/29/17	CENTRO C H A INC
\$ 1,500	WATER DEPT-SPONSORSHIP CONF 2/8-2/10/17	URBAN WATER INSTITUTE INC
\$ 1,500	WATER DEPT-SPONSORSHIP CONF 8/17/17	URBAN WATER INSTITUTE INC
\$ 2,500	WATER DEPT-SPONSORSHIP LUNCHEON 6/1/17	RANCHO LOS ALAMITOS FOUNDATION
\$ 3,000	WATER DEPT-SPONSORSHIP 5/8/17 ORCHESTRA GALA	MUSICA ANGELICA
\$ 5,000	WATER DEPT - SPONSORSHIP CONSERVATION AWARDS 2017	AQUARIUM OF THE PACIFIC
\$ 21,250	TOTAL CATEGORY 2: Community Outreach Events	

\$ 36,250 TOTAL SPONSORSHIPS YTD

\$ 30,000 FY 17 SPONSORSHIP BUDGET

120.8% (as of May 24, 67% of the year)

MOVED TO GOVT PUBLIC AFFAIRS

\$ 25,000 WATERSHED EXHIBIT SPONSORSHIP PAYMENT 1 OF 2

AQUARIUM OF THE PACIFIC



BOARD OF WATER COMMISSIONERS

Policy Statement 1998-31

RE: EXPENDITURE OF WATER DEPARTMENT FUNDS FOR BOARD APPROVED LONG BEACH RELATED COMMUNITY AND CIVIC ACTIVITIES

As provided by the Long Beach City Charter, the Board of Water Commissioners may, in its discretion authorize the expenditure of Water Department funds for the promotion of community and civic activities. That discretion is limited, however, to those activities which have a clear water, water conservation or sewer related purpose.

Requests shall be considered on a case by case basis; special consideration will be given to those activities which promote the following goals:

1. Water education
2. Sound water policy
3. Water conservation
4. The role of the Department in the Long Beach community.

Consideration will also be given to those activities which educate and also advance the operations of the Sewer division.

At the beginning of each fiscal year, a budget shall be set for the expenditures of these funds. Each expenditure shall require the prior approval of the Board.

ADOPTED: September 24, 1998

AMENDED: August 26, 1999

AMENDED: May 24, 2001

AMENDED: April 17, 2003

AMENDED: March 18, 2004

AMENDED: November 17, 2016