



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

September 1, 2022

CHRISTOPHER J. GARNER, General Manager

Subject

Invitation for a Board sponsorship of the Long Beach Ronald McDonald House 8th Annual A Few Good Men Gala to be held on October 27, 2022 in Long Beach, California.

Executive Summary

A Few Good Men is Long Beach Ronald McDonald House's (LBRMH) largest fundraising event to help families of children facing serious, often life-threatening illnesses. Funds raised will be used to directly benefit the LBRMH which houses over 500 families per year.

LBRMH is seeking a sponsorship in the amount of \$2,500 which would provide 20 room nights for low income families.

The available range of sponsorship is \$3,000 to \$15,000. The Board sponsored this event in the amount of \$500 (1/4-page acknowledgement) in 2019.

Recommendation

Determine if the sponsorship request complies with Board Policy Statement 1998-31 and, if the Board so desires, approve a sponsorship in the amount chosen by the Board.

Fiscal Impact: Funds for Long Beach-related community activities have not been budgeted in the Fiscal Year 2022 Budget; however, it is expected that these costs can be absorbed within the Water Fund using projected savings within the Fund.

Christopher J. Garner
General Manager

Attachment



PROGRAM SPONSORSHIP APPLICATION

Submitted (Date): 8/11/2022 Mail ☐ Electronic ☒

PROGRAM/EVENT INFORMATION

Event Date: 10/27/2022 Event Time: 5:00PM

Location: Long Beach Arena – 300 East Ocean Boulevard, Long Beach, CA 90802

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 East 27th Street, Long Beach CA 90806

Phone: (562) 285-4300 Federal/Tax ID: 95-3167869

Check One: ☒ Not-for-Profit Organization

☐ Government Agency

☐ Public Organization

☐ Sole Proprietor: Owner's Full Name: _____

Address: _____

Tax EIN/SSN: _____

Representative of Applicant Organization

Name: Katrina Herrera Cardone Title: Development Manager

Email: kcardone@rmhcsc.org Cell: 951-202-9906

PROGRAM INFORMATION

Please answer the following questions.

1. Target market for the program/event?

The 8th 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 1,200 guests are expected to join the Long Beach Ronald McDonald House on Thursday October 27, 2022 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 1,200+ 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 2022 we expect to house over 500 families and all funds raised from the event will be used to directly benefit the Long Beach Ronald McDonald House. The annual gala is the largest fundraiser for the Long Beach Ronald McDonald House. We are proud that we never had to close our doors during the COVID-19 pandemic and we Our House asks for a nightly contribution of \$25-\$35 per night, but a family is never turned away due to an inability to pay. During 2021 387 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.

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?

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. 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.

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 Katrina Herrera Cardone

Digitally signed by Katrina Herrera Cardone
Date: 2022.08.11 12:26:37 -07'00'

Date 8/11/2022

Please email completed application to Lisa.Squires@lbwater.org or Dynna.Long@lbwater.org.

Additional inquiries or information needed? Please call (562) 570-2300.



BOARD OF WATER COMMISSIONERS

Policy Statement 1998-31

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

The source of the Water Department's revenues come predominantly from our customers' monthly payments for water and sewer services. The Board of Water Commissioners has a fiduciary responsibility to see that this money is spent to support the primary mission of the Department - providing the highest quality of water and sewer services to Long Beach residents and businesses.

Consistent with that mission, it is important for the Water Department to be an integral part of our Long Beach community. This includes educating and engaging Long Beach residents by supporting and participating in various activities and events of civic and non-profit organizations within our community and region.

Consistent with these goals, the Board of Water Commissioners has instituted the following guidelines for sponsoring and participating in community events:

- A. For events or activities that provide a clear educational component focused largely on water or sewer services, including water conservation, or provides the Water Department with an observable presence within the water or sewer industry, or involve a broad-based civic involvement, the Board will consider financial sponsorships of \$1,000 or more, as deemed appropriate.
- B. For events that do not have a primary focus on water/sewer issues but do provide the Water Department with an observable presence within the community, a financial contribution of \$1,000 or less will be considered by the Board. This contribution can include the purchase of individual event tickets and/or table participation and/or visible branding opportunities such as program advertisements. Consideration of more significant financial support will be given in those cases in which the Water Department partners with another City department(s).
- C. Beyond the level of focus the activity may or may not have on water/sewer services, the Board will also take into consideration other factors such as: a) past financial contributions from the Water Department, b) other financial support that may already be provided from the City of Long Beach, c) the make-up of the audience participating in the event in terms of size and free public access as compared with a limited, paying audience, and d) non-profit designation as compared with for-profit entity.

ADOPTED: September 24, 1998
AMENDED: August 26, 1999
AMENDED: May 24, 2001
AMENDED: April 17, 2003
AMENDED: March 18, 2004
AMENDED: November 17, 2016
AMENDED: August 22, 2019



8th Annual

A FEW
GOOD MEN
GALA

Thursday, October 27, 2022

Pacific Room at the Long Beach Arena
300 East Ocean Boulevard | Long Beach, CA 90802

Sponsored by

*Don Temple Family
Charitable Foundation*

Presented by



Benefiting



**Ronald
McDonald
House®**
LONG BEACH

SPONSORSHIP OPPORTUNITIES

INTRODUCING THE CLASS OF 2022 HONOREES:

Ethan Brown
Rick Bryson
Trent Bryson
Michael R. Dene

Henry K. Lee, D.O.
Dan Lipton
Don Norford

John W. Odom
Ross Riddle
Darick J. Simpson
Phil Trani

A FEW GOOD MEN GALA 2022

Dear Friends,

Please join us for a very special evening on Thursday, October 27, 2022 at the Pacific Room at the Long Beach Arena. Now in its eighth 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 the who's who of our local community 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 2022 8th Annual A Few Good Men Gala benefiting the Long Beach Ronald McDonald House.

Sincerely,

Cheri

Cheri Bazley
Executive Director
Long Beach Ronald McDonald House

Rebecca

Rebecca Jackson Lai
Associate Executive Director
Long Beach Ronald McDonald House



A FEW
GOOD MEN

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

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

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

BRONZE - \$3,000























































- 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 - \$300

**We will continue to monitor COVID-19 guidelines with our Convention Center & City partners. Based upon current guidelines at event time, table guest count may change.*

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BENEFITS

BENEFIT	Title Sponsor \$50,000	Presenting Sponsor \$25,000	Diamond Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$3,000
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!

Hosted Cocktail Hour \$15,000	VIP Cocktail Reception (Sept. 8) \$10,000	Hosted Red & White Wine \$9,000
Event Program Book \$8,000	Videographer \$7,500	Invitations/Save the Date \$7,500
Parking \$5,000	Guest Party Favors \$5,000	Special Effects \$3,000
Red Carpet Arrival & Champagne Greet \$3,000	Cell Phone Charging Stations \$2,500	Event Signage \$2,000
Auctioneer \$2,500	Honoree V.P. Swag Bags \$2,500	Table Decor \$2,000
Photographer \$1,500	Cocktail Hour Entertainment \$1,000	Honoree Dressing Room Food & Beverage \$1,000

***Any underwriting opportunity can be divided between more than one underwriter; opportunities at the \$2,500 level and below may be duplicated.**

All underwriting opportunities include:

Recognition in event program, invitation to annual LBRMH donor recognition party, and recognition in one quarterly newsletter.

All underwriting opportunities over \$2,000 include:

Two tickets to A Few Good Men Gala

Deadline:

For recognition to be included on signage and in event program, commitment must be submitted by: Monday, September 23, 2022

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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

\$250 – WELL-WISHES TO OUR HONOREES

GRAPHIC REQUIREMENTS*:

Resolution: 300 dpi

Color: Full Color

Build acknowledgment to size - no bleeds

File Formats:

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

Please include fonts, or convert fonts to outlines

*We have experienced staff who are available to assist with acknowledgment design(s).

ACKNOWLEDGMENT:

Full Page Acknowledgment:

Width 8" x Height 10.5"

1/2 Page Acknowledgment:

Width 8" x Height 5.25"

1/4 Page Acknowledgment:

Width 4" x Height 5.25"

Well-Wishes to our Honorees:

Write a personalized message (up to 200 characters)

Acknowledgment Deadline: September 23, 2022

QUESTIONS:

t 562 285 4308

f 562 285 4399

500 E. 27th Street

Long Beach, CA 90806

kcardone@rmhcsc.org

SPONSORSHIP/PROGRAM ACKNOWLEDGMENT OR TICKET PAYMENT FORM

<input type="checkbox"/> SOLD Title Sponsor	\$50,000	<input type="checkbox"/> Full Page Acknowledgment	\$1,500
<input type="checkbox"/> SOLD Presenting Sponsor	\$25,000	<input type="checkbox"/> Half Page Acknowledgment	\$800
<input type="checkbox"/> Diamond Sponsor	\$15,000	<input type="checkbox"/> Quarter Page Acknowledgment	\$500
<input type="checkbox"/> Gold Sponsor	\$10,000	<input type="checkbox"/> Non-profit Quarter	
<input type="checkbox"/> Silver Sponsor	\$5,000	<input type="checkbox"/> Page Acknowledgment	\$350
<input type="checkbox"/> Bronze Sponsor	\$3,000	<input type="checkbox"/> Underwriting _____	\$ _____
<input type="checkbox"/> Individual Ticket	\$300		

☐ If you're not able to attend but would like to make a donation \$ _____

☐ If you're not able to attend but would like to fund a family's stay \$ _____

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 Sept 23, 2022 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

Kait Ahlschwede Tel: 562-285-4300 – Email: kahlschwede@rmhcs.org

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