



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 Branch NAACP 2022 Gala Celebration & Award Presentation to be held on September 24, 2022 in Long Beach, California.

Executive Summary

Long Beach Branch NAACP has provided services to low income, disadvantaged, and underserved people of Long Beach for over 82 years. Funds raised will support various programs such as Stay-in-School, Youth Impact, Scholar Dollars, NAACP Scholarships, the Afro-American, Cultural, Technological Scientific Olympics (ACT-SO), Science, Technology, Engineering, and Math (STEM), and the Get Aboard the Technology Train Projects.

In addition, funds raised will help support the branch's operations in such areas as: wealth empowerment, civil rights investigation, senior services, health disparities, veterans' services, economic development, labor and industry, environmental justice, water conservation & recycling of drought resistant plants, and first-time home buyer's program.

The Long Beach Branch NAACP is seeking a sponsorship in the amount of \$1,000 by purchasing a full-page program advertisement.

The range for program advertisement is \$500 to \$5,000. The Board has not previously sponsored this event.

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): Mail Electronic

PROGRAM/ EVENT INFORMATION

Event Date: September 24, 2022

Event Time: 10 AM - 12 PM

Location: The Grand, 4101 E Willow St, Long Beach, CA 90815

Title of Program/Event:

Long Beach Branch NAACP 2022 Gala Celebration & Award Presentation

APPLICANT ORGANIZATION

Name of Organization: Long Beach Branch NAACP

Mailing Address: P.O. Box 1594, Long Beach, 90801

Phone: 562-856-7586

Federal/Tax ID: 33-0595451

Check One: **Not-for-Profit Organization**

Representative of Applicant Organization

Name: Naomi Rainey Pierson

Title: President

Email: mnaacp@gmail.com

Cell: 562-856-7586

PROGRAM INFORMATION

Please answer the following questions.

1. Target market for the program/event?

This event is for our members, business supporters, honorees, the Long Beach and surrounding community.

The 2022 honorees are Sumer Temple– Zelma Lipscomb Award; Johnathan Polk -Ernest McBride Award; Teresa Chandler – Lillie V. Grisby Award; Richard Brown - Applause for Service; Dr. Janice Filer–President's Award-Youth Empowerment; Robyn Gordon- Peterson – President's Award- Peace & Goodwill; Joyce Le – President's Award- Leadership; Congressman Alan Lowenthal - Public Servant Award; Kaley Ervin - 2022 LB Branch NAACP Youth; Rich Chambers – Youth Program Support Award; Dr. Mike Munoz – Education Award – Trades, Vocation, & Inclusion; Steve Neal – Corporate Community; Rhonda Love & Gregory Johnson – Emerging Leaders in Black Media; and Caryn Desai – Lifetime Achievements.

2. Purpose of program/event?

This is the LB Branch NAACP's Annual Gala. The 2022 Gala Celebration & Award Presentation is Long Beach Branch NAACP's major annual fundraiser. Long Beach Branch NAACP has provided services for the Long Beach community for over 82 years. These services are provided to low income, disadvantaged, and underserved people of Long Beach. Proceeds support Long Beach Branch NAACP Stay-in-School, Youth Impact, Scholar Dollars, NAACP Scholarships, the Afro-American, Cultural, Technological Scientific Olympics (ACT-SO), Science, Technology, Engineering and Math (STEM), Long Beach Branch NAACP COVID-19 Fund, and our Get Aboard the Technology Train Projects. In addition, these funds will help support the branch's operations in such areas as: Wealth Empowerment, Civil Rights Investigation, Senior Services, Health Disparities, Veterans' Services, Economic Development, Program, Labor and Industry, Environmental Justice Programs, Water Conservation & Recycling of Drought Resistant Plants, and First Time Home Buyers Program.

3. Sponsorship request?

Long Beach Branch NAACP is requesting a full-page ad.

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?

The Long Beach Branch NAACP has environmental justice, water conservation, and recycling programs. Our Youth Council recycles drought resistant plants and gives them to low-income families and senior citizens. The Branch also promotes water conservation and converting lawns to drought-resistant gardens. This is done through our social media, tree planting with the Neighborhood Resource Center, and sharing information at our meetings. There is a special outreach to African Americans, Hispanics, Cambodians, Filipinos, and Samoan population. We also support environmental justice in conjunction with LBUSD.

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.

Naomi Rainey Pierson

Signature Date 8/15/2022

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

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



Handbook 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

2022 Long Beach Branch NAACP Celebration Gala & Awards Presentation

Sponsorship & Marketing Opportunities

☐ Presenting Sponsor

Two VIP Tables for ten (10) | Priority Seating | Sponsorship Recognition at Event | Full Page Ad in Program | Table Signage | Recognition in event promotions, website and publicity | On-Screen Tribute/Ad | Company Recognition & Remarks at event

\$50,000

☐ Diamond Sponsorship

Two VIP Tables for ten (10) Priority Seating | Sponsor Recognition at Event | Full Page Ad in Program | Table Signage | Table Acknowledgment in Program | Recognition in event promotions, website and publicity

\$40,000

☐ Platinum Sponsorship

One VIP Table for ten (10) | Sponsor Recognition at Event | Full Page Ad in Program | Table Signage | Table Acknowledgment in Program | Recognition in event promotions, website and publicity

\$30,000

☐ Gold Sponsorship

One Table for ten (10) Priority Seating | Sponsor Recognition at Event | Full Page Ad in Program | Table Acknowledgment in Program

\$20,000

☐ Silver Sponsorship

One Table for eight (8) | Sponsor Recognition at Event | Half Page Ad in Program | Table Acknowledgment in Program

\$10,000

☐ Bronze Sponsorship

One Table for eight (8) | Half Page Ad in Program

\$6,000

☐ Founders Sponsorship

One Table for eight (8) | Acknowledgment in Program

\$4,000

☐ Table Host Seating

Seating for two (2) at Table Host table

\$2,000

Event Tickets

☐ Corporate Ticket \$300 | ☐ Nonmember Ticket \$250 | ☐ Member Ticket \$200

Program Advertisement Cost:

Back cover Ad: \$5,000

Front inside cover Ad: \$3,000

Full page Ad: \$1,000

Dimensions 8.75" x 11.375" (full bleed) or 7.75" x 10.125" (no bleed). Images must be 300 DPI.

Half-Page Ad: \$500

Dimensions: 7.625" x 4.875" (horizontal) or 3.625" x 10.125" (vertical). Images must be 300 DPI.

Donations & Deadline:

☐ I am unable to attend, accept my tax-deductible donation to LB Branch NAACP \$____
Make your tax-deductible check payable to "Long Beach Branch NAACP" Mail to P.O. Box 1594, Long Beach, CA, 90801.

Deadline for sponsorships, tables, & ad: September 5, 2022