

**BOARD OF UTILITIES COMMISSIONERS**

1800 E. Wardlow Road, Long Beach, CA 90807  
562.570.2300 | LBUtilities.org

January 19, 2023

**Subject**

Invitation for a Board sponsorship of the Long Beach Cambodian Restaurant Week to be held on March 19-26, 2023 in Long Beach, California.

**Executive Summary**

Long Beach Cambodian Restaurant Week is a week-long celebration to showcase the city's exciting Cambodian food scene which highlights the favorite ingredients and menu items of the Cambodian culture. The event is designed to get non-Cambodian food lovers out of their comfort zone and try something new.

Long Beach Food & Beverage, which organizes Long Beach Cambodian Restaurant Week, is seeking a sponsorship in the amount of \$2,500 (Silver Sponsor) which includes the following:

- Company logo on website
- Company name/logo on all event invitations
- Promote Company's incentive programs
- Opportunities for giveaways/raffle items at all events
- Regular content on social media platforms leading up to and during the event

The range of sponsorship is \$1,000 to \$10,000. 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 2023 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: \_\_\_\_\_ Event Time: \_\_\_\_\_

Location: \_\_\_\_\_

**Title of Program/Event:** \_\_\_\_\_

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

### APPLICANT ORGANIZATION

Name of Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Federal/Tax ID: \_\_\_\_\_

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: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Cell: \_\_\_\_\_

**PROGRAM INFORMATION**

*Please answer the following questions.*

**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.*

**1. Raising public awareness on issues related to the LBWD's mission and core business of the department?**

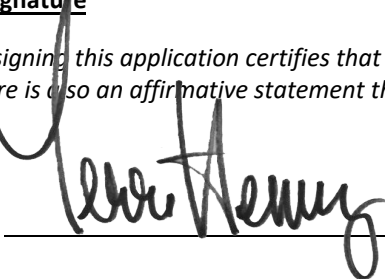
**2. Contributing to a sustainable Long Beach by promoting conservations?**

**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

Please email completed application to [Lisa.Squires@lbwater.org](mailto:Lisa.Squires@lbwater.org) or [Dynna.Long@lbwater.org](mailto: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

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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

**CONNECT YOUR BRAND TO  
THOUSANDS OF  
LONG BEACH FOOD LOVERS  
AND THE BEST LONG BEACH  
CAMBODIAN RESTAURANTS,  
FOOD BUSINESSES,  
AND CHEFS!**

**Support the Inaugural  
Long Beach Cambodian Restaurant Week**

Long Beach Cambodian Restaurant Week respectfully seeks a partnership commitment to assist in the support of the Cambodian Restaurants, Food Businesses, and Chefs in Long Beach, California



**Don't Miss Out on this Delicious Opportunity!**

Contact us at [info@LBFoodandBeverage.org](mailto:info@LBFoodandBeverage.org) or  
(562) 572-4770 for more information.

Long Beach Food & Beverage is a registered 501(c)3 California non-profit organization. Tax ID # 84-2641039. Partnership commitments or contributions to Long Beach Restaurant Week are tax deductible. Please consult with your accountant or attorney. Benefits and activities require Long Beach Food & Beverage board approval. Customized or partial in-kind partnerships are available.



# ABOUT

## ABOUT LONG BEACH CAMBODIAN RESTAURANT WEEK

The inaugural Long Beach Cambodian Restaurant Week, is a week long celebration of Cambodian restaurants, Chefs and food businesses in Long Beach! The event is organized by Long Beach Food & Beverage, a California-based registered non-profit 501(c)3 dedicated to supporting Long Beach Restaurants, Chefs and Bartenders with events and initiatives throughout the year. Long Beach Cambodian Restaurant Week will give Cambodian restaurants and chefs an opportunity to put their best dishes forward and be creative! Food trucks, caterers, pop-ups and cottage businesses will also get a chance to shine during this delicious event, so there is something for everyone !

## WHY SUPPORT LONG BEACH CAMBODIAN RESTAURANT WEEK?

Long Beach Cambodian Restaurant Week will give you the opportunity to put your product, brand or service in front of the best and most popular Cambodian restaurants and food businesses in Long Beach, our creative Chefs and thousands of hungry foodies with disposable incomes that enjoy dining out. From our local Cambodia Town to surrounding neighborhoods, our partners will also be promoted to the city's half million residents.

We empower Restaurants, Chefs and Bartenders, engage local foodies, and elevate brands. We also enable brand partners to access local culinary talent, produce dynamic videos and distribute across digital, social, authentic experiences. Our 25K+ food loving email subscribers are made up primarily of urban, affluent, food obsessed consumers of all ages; plus we leverage our ever expanding social networks of a combined 12K+ followers.

Long Beach Cambodian Restaurant Week welcomes those brands providing products and services to our valued Cambodian Restaurants, Chefs and Bartenders to apply to become a partner. Together we can help make your brand – and the Long Beach Cambodian restaurant community – thrive!

Opportunities include being featured on our website, in eblasts and social media, promotional videos, as well as being recommended as a vetted resource to the participating Cambodian restaurants and food businesses. You will also have the opportunity to offer any special incentives, tastings, training, workshops and presentations to the Cambodian restaurants we work with. Some partnership levels offer the opportunity to take part in various community and media events leading up to and during Long Beach Cambodian Restaurant Week, guaranteeing even more positive exposure!


































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# LONG BEACH CAMBODIAN RESTAURANT WEEK

## PARTNERSHIP OPPORTUNITIES

	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2500	BRONZE \$1000
Recognition and appreciation as Long Beach Cambodian Restaurant Week presenting partner				
One dedicated eblast to database of 25K+ subscribers				
Logo placement in all video/print/digital advertising				
Logo on all promotional items				
Company name/logo on in-restaurant collateral and marketing material				
Category exclusivity				
Company name/logo included on email marketing communication and eblasts				
Acknowledgment in all event press releases				
Company name/logo printed on all event signage				
Premier front page placement of logo on website				
Logo/link on website				
Company name/logo on all event invitations				
Any incentive program promoted to restaurants/chefs/bartenders and food lovers to purchase/use/buy your products or services				
Active promotion of your product/service to food lovers, restaurants, chefs and bartenders				
Opportunities for giveaways/raffle items at all events				
Regular content on social media platforms leading up to and during the event	