



**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**

August 22, 2019 Board Meeting

**CHRISTOPHER J. GARNER**, General Manager

**Subject:**

Authorization to sponsor the Meals on Wheels "Discover, We're More than a Meal" event, Thursday, September 19, 2019.

**Executive Summary:**

Meals on Wheels programs and events raise awareness of the homebound older adult population. The organizations fundraisers support meal delivery services for low-income, homebound members of the Long Beach Community.


As an event sponsor, the Long Beach Water Department would have an opportunity to include conservation printed materials at the event. Meals on Wheels will also circulate Long Beach Water conservation policies and recommendations to their 350 volunteers and 400 clients they service each week.

Meals on Wheels requests a sponsorship of \$1,000 (Bronze level). The Long Beach Water Department has not previously sponsored this event. There are various levels of sponsorship available for this type of sponsorship (refer to attachments).

**Staff Recommendation/Fiscal Impacts**

Determine that a request for a sponsorship of the Meals on Wheels "Discover, We're More than a Meal" event, Thursday, September 19, 2019, in an amount to be determined by the Board, 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

8/14/19  
Date

Attachments





## PROGRAM INFORMATION

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

1. Target market for the program/event?

See Attachment 1

2. Purpose of program/event?

See Attachment 1

3. Sponsorship request?

\$1,000.00

### 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?

See Attachment 1

2. Contributing to a sustainable Long Beach by promoting conservation?

See Attachment 1

3. Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?

See Attachment 1

### 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 8/12/19

Please mail or deliver your completed application to  
Long Beach Water Department  
Attention: Government and Public Affairs Bureau, 4<sup>th</sup> Floor  
1800 E. Wardlow Rd.  
Long Beach, CA 90807

Additional inquiries or information needed? Please call: 562-570-2300

# Meals on Wheels of Long Beach-Sponsorship Application

## Discover...We're More Than A Meal

### Attachment 1

#### PROGRAM INFORMATION

**Target Market:**

Community leaders, local government officials, business leaders, community volunteers & donors.

**Purpose of the Event:**

To build community support for the MOWLB program, educate the community and its leaders about MOWLB services and why the agency does so much more than deliver food. Additional goal is to raise funds to support meal services for low-income seniors and the disabled in the Long Beach community.

**Sponsorship Request:**

\$1,000.00

#### ELIGIBILITY

**Raising public awareness relating to the LBWD's mission:**

As a Bronze Level Event sponsor for this event LBWD will raise public awareness through a 1/4 page ad in the event program book. *Please see attached invitation with sponsor benefits.* In addition, MOWLB website will link to the LBWD website defining the Department's mission and core business.

**Promote conservation:**

LBWD will have an opportunity to include conservation printed material at the event. MOWLB will also circulate LB Water conservation policies and recommendations to our 350 volunteers and 400 clients we serve each week.

**Promote collaboration with regional partners:**

MOWLB will collaborate with our community partners in promoting LBWD's policies and water conservation programs at the Discover...We're More Than A Meal event and circulate any conservation materials provided by LB Water to our clients and volunteers throughout the year.

# EAT DRINK & Discover

We're  
More Than  
a Meal

You are invited to join us  
for heavy hor d'oeuvres, a hosted bar,  
and an "Evening of Discovery".

We invite you to learn more about  
our program and how we do  
*much more than deliver food.*

Online Ticket Purchase

We  
Nourish ♥ Comfort ♥ Protect

Please join us  
Thursday, September 19, 2019  
5:30pm to 7:30pm

\$65 per person  
Seating is limited  
RSVP by September 9, 2019

Keesal, Young & Logan  
Union Bank Building  
400 OceanGate, Suite 1400  
Long Beach, CA 90802

Sponsorships Available  
For more information please contact:  
Joan Marcial: joan@mowlb.org  
(562) 439-5000



Meals on Wheels of Long Beach is a 501(c)(3) nonprofit,  
non-government funded, community service organization.  
Tax ID #: 95-2829715

## SPONSORSHIP LEVELS & BENEFITS

### Gold Sponsor—\$5,000

- Ten (10) event tickets with reserved seating in front section of venue
- Full page ad in event program booklet
- Name/company name, and/or logo listings on the MOWLB.org and on all print promotional materials for event
- Special highlight article of your business in the MOWLB community-wide newsletter
- Verbal acknowledgment at the event

### Silver Sponsor—\$2,500

- Five (5) event tickets with reserved seating
- Half page ad in event program booklet
- Name/company name, and/or logo listing on MOWLB.org and all print promo event materials
- Recognition in MOWLB community-wide newsletter
- Verbal acknowledgment at the event

### Bronze Sponsor—\$1,000

- Four (4) event tickets
- Quarter page ad in event program booklet
- Name/company name, and/or logo listings on the MOWLB.org and on all printed promotional materials for event
- Recognition in MOWLB community-wide newsletter
- Verbal acknowledgment at the event

### Friends Sponsor—\$500

- Two (2) event tickets
- Business card size ad in event program booklet
- Name/company name on the MOWLB.org
- Recognition in MOWLB community-wide newsletter
- Verbal acknowledgment at the event

**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 Visitions	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
\$ 1,500	Water Dept Sponsorship Farm Dinner 8/24/2019	Rancho Los Alamitos Foundation
\$ 17,628	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events		
Actuals	Description	Vendor Name
\$ 1,500	Ad in Musica Angelica Gala Program	Musica Angelica Baroque Orchestra
\$ 600	Ad in Arts Council "State of the Arts" 2019 Program	Arts Council of Long Beach
\$ 500	Ad in "A Few Good Men" Event Program	Ronald McDonald House
\$ 2,600	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	

\$ 35,228	TOTAL SPONSORSHIPS YTD
\$ 50,000	FY 19 SPONSORSHIP BUDGET
70.5%	(as of August 8, 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 & ENTERTNMT 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	WOMENSHALTER 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)