

Long Beach Water Department Program Sponsorship Application

Cover Page

Submitted (date) May 15, 2021 mail electronic

Event Date June 19, 2021 Time 11:00AM-4:00PM

Location Downtown Long Beach on Pine Avenue, between 4th Street and 5th Street

Title of Program/Event The Long Beach Juneteenth Celebration

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

APPLICANT ORGANIZATION

Name of Organization Partners of Parks

Mailing Address 1150 4th Street, Suite 104

Phone 714-925-4133 Federal/Tax ID 33-0104238

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 Carl A. Kemp Title Event Producer

Email _____ Cell _____

PROGRAM INFORMATION

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

- 1. **Target market for the program/event?**
All guests are welcome, but it is our expectation that the majority of attendees will be from the Long Beach area.
- 2. **Purpose of program/event?**
The Long Beach Juneteenth Celebration is dedicated to celebrating the history, freedom, and achievement of African Americans through the sharing of our rich culture with all who wish to enjoy it.
- 3. **Sponsorship request?**
We respectfully request that the Long Beach Water Department join the Port of Long Beach as a "Spirit of Juneteenth" sponsor at the \$10,000 level.

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?** The Long Beach Water Department would be offered a space to promote the Department’s efforts to provide the effective delivery of reliable, high quality water to the public in an environmentally responsible way. This message would be echoed from the stage by our professional MC and with every opportunity we get with the press and on social media.
- 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 Carl A. King Date May 14, 2021

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

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



BOARD OF WATER COMMISSIONERS

Policy Statement 1998-31

RE: 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