

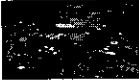
Premier Partnerships' Presentation to the City of Long Beach Study Council



February 19, 2008

Agenda

- Introduction
- Premier Company Overview
- City Partner Objectives
- Proposal Development
- Sales Process
- City Partner Status
- Review of Verbal Agreements
- Conclusion



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Introduction

- In 2006 the City of Long Beach sent out an RFP to companies requesting an aide in city marketing and sponsorship to increase funding
- City Council had voted and chosen Premier Partnerships

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Premier Company Overview

- Our achievements include:
 - Developing and selling over one billion dollars in corporate partnerships
 - Negotiating first modern day Inventory Analysis deal: Great Western Forum
 - Negotiating local, national and international broadcast contracts
 - Creating the largest sports "event" media website in history
 - Consulting to numerous Fortune 500 companies
 - Managing the largest and most prestigious sporting events in the world
 - Founding a major professional sports league
 - Owning and managing teams

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Premier Company Overview

"The City of New York turned to Premier Partnerships to assist in the analysis of municipal sponsorships. Their work proved to be invaluable and I'm pleased to have had their advice and counsel."

*-Joe Perello
Former Chief Marketing Officer
NYC Marketing*

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City Partner Objectives

- As an approach to aide City programs and funding the City Partner Program has been created
 - Limited number of partnerships with top categories and a commitment to the City of Long Beach
 - Sponsorship of existing City programs such as educational programs, holiday days, senior citizen lunch programs, libraries, etc
 - Beneficial due to budget cuts such as the recent cut of a holiday day to continue to fund the senior citizen meal program

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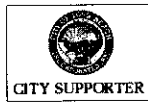
City Partner Objectives

- Creation of valuable new relationships and generation of business between corporate America and the City of Long Beach
 - Better and more cost effective business for City of Long Beach departments such as police and fire as well as City offices

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Proposal Development

- City Partners and City Supporters
 - Phase I: PowerPoint Presentation
 - Phase II: Detailed Rights & Benefits Document
 - Phase III: Review of Charter Communications Proposal



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Sales Process

- Communicate with existing City vendors
 - Coca-Cola integration into City Partner Program
- Develop relevant category listings such as:
 - Airline
 - Automotive
 - Computer
 - Insurance
 - Office Supplies
 - Telecommunications

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Sales Process

- Communicate to top prospects in all relevant categories
 - Phone and conference calls
 - Face-to-face meetings
 - Meetings with related City department personnel
- Create open negotiations among all interested parties

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City of Long Beach "Official City Partner Program"



First Time Opportunity

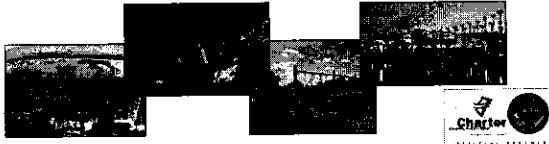


Never before has a landmark opportunity such as this one, been made available. Prior municipal opportunities have been inconsistent, and have never been anything as extensive, structured, professional, and community oriented as this. Long Beach, CA., is at your fingertips. There are many rare dividends that are perfect for entrepreneurial opportunities and creative, out-of-the box partnerships. Unique, valuable relationships will be formed with the community.



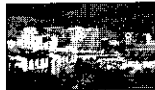
Who We Are

- Home of the Queen Mary and Aquarium of the Pacific
- Home to the Long Beach Armada (Golden Baseball League)
- Host to the annual Long Beach Grand Prix & Long Beach Marathon as well as the finish line for the 2007 Amgen Tour of California
- Major retail centers including the Pike at Rainbow Harbor, Belmont Shores, and CityPlace Mall
- Over 100 parks and recreational facilities as well as 5 golf courses



Who We Are

- Area of 50 square miles
- 3rd most populated city in California
- 33rd most populated city in the U.S.
- 2nd busiest port in the U.S.
- Centrally located between Los Angeles & Orange County
- Accessible by 4 major freeways
- Yearly average of 345 days of sunshine
- H.Q. to the 28-school California State University system
- Home to one of the most convenient airports in the U.S.
- Home to multiple regional and corporate HQs



Welcome to Long Beach



"Long Beach has always evoked energy, excitement, and diversity. With this one-of-a kind opportunity, we and our corporate partners look forward to aggressively marketing the City, allowing us to showcase the unique assets that we possess. We relish the opportunity to form strategic partnerships with corporate America."

- Bob Foster,
Mayor of Long Beach



The Heart of the City

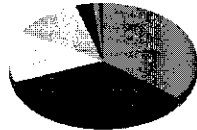


Economic Opportunity
Youth and Education
Sports and Recreation
The Environment
Neighborhoods
Safety



Long Beach is Diverse

- Hispanic 35.8%
- Caucasian 33.1%
- African American 14.5%
- Asian 11.9%
- Two or more races 2.9%
- Pacific Islander 1.2%
- Native American .4%
- Other .2%

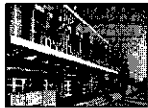


Female 51% Male 49%



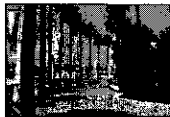
Official City Partner Program

An Official City Partner is a limited, exclusive, and unique opportunity for forward thinking companies to develop a working partnership with Long Beach.



The Official City Partner Program could be utilized as a pilot program for the increasing value of municipality marketing.

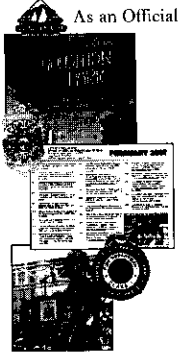

City Partners will receive a customized sponsorship and programming opportunity developed based upon corporate marketing objectives and business goals.



Rights and Benefits

As an Official City Partner, Charter Communications receives:

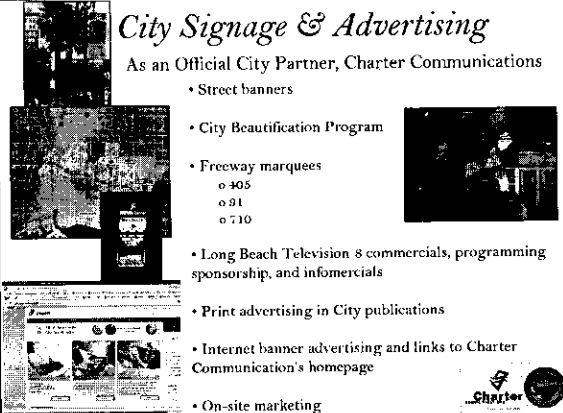

- Exclusivity
- Official Designation
- Use of the City of Long Beach "City Partner Marks"
- City Signage
- Print, Television and Internet Advertising
- City Partner Recognition Program
- Promotional Platform
- Product Integration
- Hospitality Opportunities
- Annual Advisory Board meetings with the Mayor & other City Partners

City Signage & Advertising

As an Official City Partner, Charter Communications

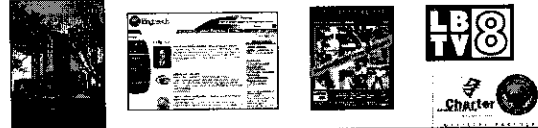

- Street banners
- City Beautification Program
- Freeway marquees
 - o 405
 - o 91
 - o 710
- Long Beach Television 8 commercials, programming sponsorship, and infomercials
- Print advertising in City publications
- Internet banner advertising and links to Charter Communication's homepage
- On-site marketing

Rights and Benefits

As an Official City Partner, Charter Communications will receive the following as part of the Sponsor Recognition Program:

- Identification on a minimum 10 centrally located iconic landmarks recognizing City Partners for their support
- Identification on City Partner signage located on City Hall exterior and inside a minimum of ten (10) City office buildings
- Identification in City collateral materials and departmental mailings
- Identification in media such as broadcast, print and internet

Customizable Options

City Partners can choose from many areas of the City's assets for a customizable package based upon individual corporate interests:

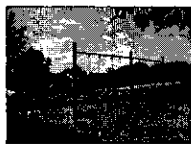
- Parks
- Beaches
- Sports & Recreation
- Libraries
- Youth Centers and Programs
- Environmental Initiatives
- Senior Centers and Programs
- Educational Programming
- Community Programs
- City Department Programs
- Arts and Culture



Parks

Long Beach houses over 100 parks that vary from walking trails, to sports fields, to nature conservancies

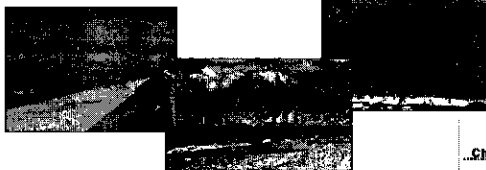
- Naming Rights
- Signage
- Equipment rentals
- Use of parks for events
- Vending opportunities
- Equipment installation
- Community event development
- Sampling possibilities
- Animal and species conservancy sponsorship
- Kiosks and point-of-sales opportunities



Beaches

Long Beach has over 7 miles of public beaches.

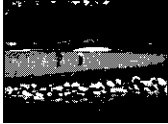
- Naming Rights
- Signage
- Lifeguard towers
- Lifeguard equipment
- Use of beaches for events
- Equipment installation
- Community event development
- Sampling possibilities
- Adopt-a-beach programs
- Vending opportunities
- Kiosks and point-of-sales opportunities



Recreation and Sports

5 municipal golf courses, 2 minor league teams, and numerous annual events are just the outline of the active lifestyle of Long Beach.

- Naming Rights
- Signage
- Use of facilities for events
- Vending opportunities
- Sampling possibilities
- Kiosks and point-of-sales opportunities
- Equipment installation
- Equipment rental sponsorship
- Community event development
- League, team, and program sponsorships
- League, team, and program developments



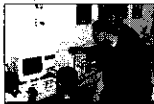
Libraries

- Naming Rights
- Signage
- Use of facilities for events
- Vending opportunities
- Sampling possibilities
- Volunteer sponsorships
- Remodeling opportunities
- Book drive sponsorships
- Equipment installation
- Book and technology supplying
- Community event development
- Reading programs
- Tutoring programs
- Special education and special needs programs



Youth Centers & Programs

- Naming Rights
- Signage
- Vending opportunities
- Sampling possibilities
- Volunteer sponsorships
- Remodeling opportunities
- Equipment installation
- Field Trips
- Technology and equipment supplying
- Community event development
- Tutoring programs
- Special education and special needs programs
- Sports programs
- Mentoring programs



"Long Beach has clearly expressed its desire to make the well-being of youth a top priority. If we ensure the success of our children, the prospects for strong neighborhoods, a safe city, economic prosperity, and a healthy environment will be far better."

-Jean Egan- Chair, Education and Youth Task Force

Environmental Initiatives



- Naming Rights
- Signage
- Beach clean-ups
- Tree planting programs
- Community education
- Youth education
- Public service announcements
- Equipment installation
- Community event development
- Sampling possibilities at events
- Habitat protection programs
- City-wide cleanup programs



Senior Centers & Programs

- Naming Rights
- Signage
- Vending opportunities
- Sampling possibilities
- Volunteer sponsorships
- Remodeling opportunities
- Equipment installation
- Technology and equipment supplying
- Community event development
- Educational programs
- Arts and leisure programs
- Day trips
- Senior visitor programs



Educational Programming

- Health & fitness education and programs
- Reading & literature programs
- Career days
- Mentoring programs
- Field trips
- Science programs
- Scholastic awards
- Art programs
- Health centers
- Cafeteria vending and sales
- School beautification projects



City Department & Community Programs

- Police department programs
- Fire department programs
- Department of Public Health
- City office programs
- Long Beach Transit & transportation
- Public service announcements
- Neighborhood watch & community safety programs



Arts & Culture

- Long Beach Museum of Art
- Latin American Museum of Art
- University Museum of Art
- Long Beach Performing Arts Center
- Theaters
- Acting groups
- Long Beach Symphony
- Long Beach Municipal Jazz Band
- Music groups
- Dance companies
- Fine arts groups
- Cultural festivals & parades
- Cultural education (e.g. Black History Month)



Baseline Prices & Terms

5 years

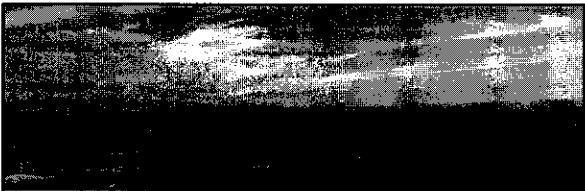
\$175,000 per year

3% annual escalator




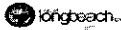

"If we create community and enhance the quality of life in Long Beach through people, places, programs, and partnerships." -Department of Parks and Recreation





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City Partner Status

- Contacted hundreds companies
- Meetings with approximately fifty companies
 - Phone meetings
 - Face-to-face meetings
 - Meetings in City offices
- Approximately twenty are still active and open
- 2 verbal agreements
 - Charter Communications
 - Office Depot

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Review of Verbal Agreements

- Created opportunities for:
 - Telecommunications category
 - Charter Communications
 - Verizon
 - Verizon Wireless
 - AT&T/Cingular
 - Sprint/Nextel
 - Office supply category:
 - Office Depot
 - Office Max
 - Staples

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Review of Verbal Agreements

- Charter Communications
 - City Partner status
 - 5 year agreement starting at \$175,000 with a 3% annual escalator
 - Sponsorship of 3 Green Days per year
 - City employee access
 - Hospitality to events in Long Beach
 - City signage and advertising



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Review of Verbal Agreements

- Office Depot
 - City Partner status
 - 5 year agreement starting at \$100,000 with a 5% escalator annually
 - Sponsorship of 1 Green Day per year
 - Office Depot Teacher of the Year Award
 - Special discounts for City teachers
 - 5% back to City schools when purchases have been made by City employees
 - Reduced hospitality
 - Reduced city signage and advertising



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Conclusion

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Conclusion

• **Harvard Business School Study**

– Re-order information:

- <http://www.hbsp.harvard.edu>
- 1-800-545-7685

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