



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 18, 2022

CHRISTOPHER J. GARNER, General Manager

Subject

Invitation for a Board sponsorship of the Food Finders Farm to Table(aux) fundraising event to be held on October 15, 2022 in Long Beach, California.

Executive Summary

Food Finders is a food rescue organization with a primary focus of reducing hunger while also reducing food waste. Food Finders coordinates the daily pick-up of excess food donated from grocers, restaurants, hospitals, schools, and other organizations, and is then delivered the same day to pantries, shelters, youth programs, and senior centers.

Food Finders is seeking a sponsorship in the amount of \$2,500. Benefits are dependent upon the selection of the sponsorship.

The available range of sponsorship is \$2,500 to \$25,000. 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





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?

- Provided 13,264,985 meals
- CO2 Diverted 8,643,464

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

Jeffrey Pace Digitally signed by Jeffrey Pace
Date: 2022.07.25 10:01:39 -07'00'

Date

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

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

SPONSORSHIP

OPPORTUNITIES



Farm to Table (aux)®

BENEFITING FOOD FINDERS

FOOD FINDERS 1ST ANNUAL

Farm to Table(auX)

Food for the Soul

October 15, 2022 | 6-10 PM
California State University Long Beach

Farm to Table(auX) brings together community-minded, philanthropic art & food lovers to enjoy a feast of fresh and seasonal dishes alongside the imaginative productions and performances of local artists and entertainers.

GUEST PROFILE

Individuals and couples ages 25 to 85

Key influencers, tastemakers, connectors

Charity supporters, socially conscious and community-minded

Creative, outside-the-box thinkers

Child Advocates

Enjoy wine and unique cuisine

On average, guests donate/spend \$200-\$600 per event





ABOUT US

Food Finders is a food rescue nonprofit organization with a primary focus of reducing hunger while also reducing food waste. We coordinate the daily pick-up of donated excess food from grocers, restaurants, hospitals, schools, manufacturers and more; food is then distributed directly and immediately to nonprofit recipients, such as pantries, shelters, youth programs and senior centers, to be used for serving hot meals or as grocery distribution for people who are struggling and food insecure.

Our Food Rescue program ensures millions of pounds of wholesome food helps feed people, not landfills. Operating from a single headquarters in Orange County, California, we serve multiple counties within Southern California. By engaging a huge network of volunteers, we're able to quickly scale and rescue enough food for 30,000 meals per day.

OUR MISSION

- Eliminate Hunger
- Eliminate Food Waste
- Improve Nutrition in food-insecure communities

CORE VALUES

- Community
- Responsibility
- Accountability
- Integrity

OUR ORIGINS

Founded in 1989, Food Finders is a testament to how one person can make a difference! Founder Arlene Mercer started Food Finders from her kitchen table and initially engaged just a few volunteers to help organize the delivery of donated restaurant overages that were otherwise being tossed away, ensuring it was used to feed people at a local shelter. This effort, combined with some donor education on the Good Samaritan Food Donation Act and California Health Code propelled the organization to become an authority on food recovery before anyone really knew what food recovery was! By the time she retired in 2011, the organization was well on its way to being the largest food rescue nonprofit within California.



MARKETING STRATEGY

Printed Save-the-Date: A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. **Expected audience: 5,000+**

Printed Poster: The full-color event poster will be given to current sponsors and various businesses to attract attendance and sponsorship/donors approximately 7-8 weeks before the event. The poster will include recognition for confirmed sponsors and event details. **Expected audience: 1,000+**

Newsletters/E-Promotions: Newsletters will be emailed to the entire network of the Food Finders supporters.

Webpage: The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

Social Media: With an audience of over 3,000 spread across social media outlets, Food Finders will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

Program: Distributed to all attendees at the event, the program includes event details, sponsor recognition, Food Finders information, and live and silent auction item descriptions.

+ MUCH MORE!



\$25,000 EXCLUSIVE PRESENTING SPONSORSHIP

This includes your name/logo incorporated into the official event logo as well as all collateral, event signage, and décor. Your company name will be associated with everything involving Farm to Table(aux) (i.e. Farm to Table(aux) Benefiting Food Finders Presented by “Your Company Name/Logo Here”).

Presenting Sponsorship Benefits Include:

- Welcome remarks from company representative
- Acknowledgement as the exclusive Presenting Sponsor and logo on all print and electronic promotional materials
- Acknowledgement in all press releases associated with the event, summer newsletter, e-blasts and social media
- On-stage verbal recognition during the seated meal and prominent signage at the event
- Full-page advertisement on the inside front cover of the program (artwork provided by sponsor)
- Opportunity to place a premier item in Swag Bags (event-appropriate items only)
- First right of refusal for presenting sponsorship of the 2023 FTT event
- Two prominent tables with seating for 16 guests and swag bags



\$10,000 GOLD SPONSOR

- A \$10,000 investment in Food Finders
- On-stage verbal recognition during the seated program and prominent signage at the event
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Name-inclusion in the event program when secured 30 days prior to event
- Acknowledgement in summer newsletter, all e-blasts and social media post
- Prominent table seating for 8 guests and swag bags

\$5,000 SILVER SPONSOR

- A \$5,000 investment in Food Finders
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Name-inclusion in the event program when secured 30 days prior to event
- Acknowledgement in summer newsletter, all e-blasts and social media post
- Table seating for 4 guests and swag bags

\$2,500 BRONZE SPONSOR

- A \$2,500 investment in Food Finders
- Opportunity to place a premier item in Swag Bag (event-appropriate items only)
- Name-inclusion in the event program when secured 30 days prior to event
- Acknowledgement in summer newsletter, all e-blasts and social media post
- Table seating for 2 guests and swag bags

MENU OF ADDITIONAL OPPORTUNITIES

- Tableaux Vivant - \$5,000** (4 available) Benefits Include: Your logo next to the tableaux and recognition in the printed program + 4 individual tickets.
- Parking - \$2,500** (1 available) ~~Benefits Include: Your logo on 4 directional parking signage and event signage + 2 individual tickets.~~ **Sponsored by The Port of Long Beach**
- Stage Crew - \$2,500** (1 available) Benefits Include: Your logo and branding exposure on the 15+ "Stage Crew" T-shirts + 2 individual tickets.
- Mystère Box Drawing - \$2,500** (1 available) Benefits Include: Your brand featured on the Mystère Box, Logo on all opportunity drawing materials + 2 individual tickets.
- Lagniappe (swag bag) - \$2,500** (1 available) Benefits Include: Your logo on one side of a high-quality tote bag or box + 2 individual tickets.
- Live Auction - \$2,500** (1 available) Benefits Include: Your logo on live auction slides and in printed program + 2 individual tickets.
- Printed Glass - \$2,500** (1 available) ~~Benefits Include: Your logo on wine glasses + 2 individual tickets.~~
Sponsored by Banc of California
- Artisan Cocktail - \$2,500** (1 available) This cocktail station will be the artistic alcoholic creation of the evening. Benefits Include: Your logo prominently displayed at the drink station + 2 individual tickets.
- Fountain of Youth Non-Alcoholic Beverage - \$1,500** (1 available) ~~Benefits Include: Your logo prominently displayed at the drink station + 1 individual ticket.~~ **Sponsored by Michael Hopkins, Inc.**
- Soiree Wine - \$2,500** (1 available) ~~This wine station will be part of the soiree portion of the event while guests enjoy appetizers and view the art installations. Benefits Include: Your logo prominently displayed at the wine station + 2 individual tickets.~~ **Sponsored by AES Corporation**

Farm to Table(aux)

SPONSOR REGISTRATION

Presenting (\$25,000)

Gold (\$10,000)

Silver (\$5,000)

Bronze (\$2,500)

Additional Opportunity (\$5,000) Package Name _____

Additional Opportunity (\$2,500) Package Name _____

Fountain of Youth Non-Alcoholic Beverage (\$1,500)

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

Check enclosed for \$ _____ payable to Food Finders Please mail to: 10539 Humbolt St, Los Alamitos CA 90720

Charge my Credit Card for \$ _____ Return form via MAIL to: 10539 Humbolt St, Los Alamitos CA 90720

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____

Billing Address: _____ City/State: _____

Zip Code: _____ Signature: _____

CREATING A WIN-WIN!

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship. Please Contact: Lisa Hoffmaster at
lisah@foodfinders.org or 562-283-1400 ext. 103

**tax deductibility of donations as allowed by Internal Revenue Service.*