



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

CHRISTOPHER J. GARNER, General Manager

April 14, 2022

Subject

Invitation for a Board sponsorship of the Long Beach Day Nursery Tea for Tots to be held on May 21, 2022 in Long Beach, California.

Executive Summary

Long Beach Day Nursery (LBDN) is hosting its first Tea for Tots spring fundraising event to provide programs and services benefiting the children and families of LBDN. The event will provide LBDN stakeholders with hands-on activity stations showing lessons taught in the classrooms, reinforcing the importance of early care and education while capturing the fun and light-hearted essence of childhood. The event will contribute to the importance of water conservation and innovation through the interactive sensory station which shows the importance of children's education and play with emphasis on health, STEM, literacy, art, and motor skills.

Long Beach Day Nursery is seeking a sponsorship in the amount of \$1,000 (Gold) or \$2,500 (Platinum) which include the following:

- Event tickets (4 Gold, 6 Platinum)
- Logo or name on event website, media, and Nursery News
- Sponsorship station of choice

The Long Beach Water Department has not previously sponsored this event.

Recommendation

Determine that an invitation to sponsor the Long Beach Day Nursery Tea for Tots 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



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?

Tea for Tots will bring together all Long Beach Day Nursery stakeholders for an uplifting family-friendly afternoon with hands-on activity stations showing lessons taught in our classrooms, reinforcing the importance of early care and education while also capturing the fun light-hearted essence of childhood. This event will not only raise much-needed funds for our programs, but in addition leave all who attend with a better understanding and awareness of our essential services, and a sense of community and connection to Long Beach Day Nursery and our supporters.

3. Sponsorship request?

The sponsorship request is a monetary donation of \$1,000 - \$2,500 to support Tea for Tots which is Long Beach Day Nursery's (LBDN) annual spring fundraiser. All event proceeds going directly towards programs and services benefiting the children and families of LBDN.

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?

Like LBWD, LBDN is also a recognized leader in the community and by providing high quality early care and education, we also create a sustainable community, develop collaborative partnerships and foster a quality workforce. Our community's health and quality of life is vitally important, particularly for our community's most vulnerable children ages 0 - 5 years old. This event will contribute to the importance of water conservation and innovation through our interactive sensory station which shows the general public the importance of children's education and play, particularly around important concepts like water. Other educational stations will emphasize the importance of children's health, STEM, literacy, art and motor skills.

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  Digitally signed by Jennifer Allen
Date: 2022.04.04 10:34:40 -07'00'

Date _____

Please email or mail completed application to:

Long Beach Water Department
Attention: Executive Assistant to the Board
1800 E. Wardlow Road
Long Beach, CA 90807
Dynna.Long@lbwater.org or Lisa.Squires@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

MAY 21 | 2-4 PM



PLATINUM - \$2,500

- 6 event tickets
- Premier placement of logo or name on event website
- 1st sponsorship station of choice, ex. 'X' Station Presented by 'Your Name' (Photo Booth, Nutrition Station, Imagination Station, Exploration Station)
- Paragraph feature & logo or name recognition in Nursery News
- Logo or name recognition in media
- Thank you mention during event
- Opportunity to display flyers at check-in table
- A gift from LBDN children

SILVER - \$500

- 4 event tickets
- Logo or name on event website
- Logo or name recognition in Nursery News
- Logo or name recognition in media

BRONZE - \$250

- 2 event tickets
- Logo or name on event page listing
- Logo or name recognition in media

GOLD - \$1,000

- 4 event tickets
- Logo or name on event website
- 2nd sponsorship station of choice, ex. 'X' Station Presented by 'Your Name' (Photo Booth, Nutrition Station, Imagination Station, Exploration Station)
- Logo or name recognition in Nursery News
- Logo or name recognition in media

Visit lbdn.org/tea-for-tots to purchase!

For questions contact Ryan at
rcarrell@lbdn.org or (562) 591-0509.

Deadline for sponsorship is 4/21/22.



SAVE THE DATE

ibdn LONG BEACH DAY NURSERY

TEA FOR TOTS

MAY 21 | 2-4 PM





We are thrilled to be hosting our first in-person fundraising event in years! Join other fellow LBDN supporters for an afternoon full of joy and play.

All proceeds from Tea for Tots will go directly towards programs & services benefitting the children and families of LBDN.

For up-to-date info, tickets, sponsorship, and donations visit:

lbdn.org/tea-for-tots

