

**City of Long Beach**  
*Working Together to Serve*

**Memorandum**

**Date:** September 29, 2008

**To:** Patrick H. West, City Manager *[Signature]*

**From:** Dennis J. Thys, Director, Department of Community Development *[Signature]*

**For:** Councilmember Rae Gabelich, Councilmember Gary DeLong, Councilmember Tonia Reyes Uranga – Economic Development and Finance Committee

**Subject:** **Sponsorship and Marketing**

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As you are aware, staff presented updates on the proposed Sponsorship and Marketing Program in a City Council Study Session on February 19, 2008 and a meeting of the Economic Development and Finance Committee on May 20, 2008. Staff indicated that prospective agreements with Charter Communications and Office Depot, with a combined value of \$1.48 million over five years, had been developed.

The agreements were based on the City's "Policy on City Sponsorship, Corporate Recognition and Advertising," adopted July 23, 1996, and Ordinance No. C-7429, adopted October 28, 1996. These documents are attached as Exhibits A and B.

The staff report provided on May 20, 2008 (attached as Exhibit C) included:

- A summary of past activities
- Examples of current and past sponsorship examples
- A survey of initiatives by other cities
- A status report and prospective program descriptions
- Examples of possible logos and sponsorship placements
- Recommendation to refer prospective agreements to City Council for consideration

Drafts of the City Supporter Proposal (Office Depot) and City Partner Proposal (Charter Communications) are attached as Exhibits D and E.

Please contact Robert Swayze, Manager of Economic Development, at 570-3853 if you have additional questions.

Thank you.

DJT/RMS:dm  
Attachments

cc: Suzanne Frick, Assistant City Manager  
Reginald I. Harrison, Deputy City Manager  
Robert M. Swayze, Economic Development Bureau Manager

## POLICY ON CITY SPONSORSHIP, CORPORATE RECOGNITION AND ADVERTISING

## POLICY:

The City shall actively seek donations and/or sponsorship for City events, programs and facilities as well as provide for advertising on certain City property and vehicles. These activities shall be undertaken to the fullest extent possible, under the following procedures, to support City operations.

The City shall seek donations and/or sponsorships for events that are consistent with the audience for the event and allow that the sponsor be recognized for their contributions in a suitable manner.

The City shall seek donations and/or sponsorships for ongoing City activities and properties that are compatible with these operations. The City retains the right to not offer particular activities, properties or events for sponsorship that would be incompatible with these operations.

The City shall provide for advertisements to be placed on certain City properties and vehicles that are compatible with these operations. The City retains the right to not offer particular properties or vehicles for advertising that would be incompatible with these operations.

This policy will be implemented within appropriate laws and restrictions placed on certain properties, activities or vehicles by other agencies through grant funding, etc. This policy shall be implemented by specific guidelines as subsequently adopted by the City Council for specified events, programs and facilities. This policy shall also be implemented within all appropriate provisions of the Long Beach Municipal Code and all existing City contracts for special events.

## DEFINITIONS:

CITY PROGRAMS - Those activities and events financed primarily with general or other City funds or grant monies received by the City, and planned, organized and conducted by the City.

SPONSOR - An agency, group or individual providing either funds to offset the cost and/or services or materials in support of a City program. Sponsorship does not authorize the agency, group or individual to plan, organize or conduct the City program, but shall allow recognition advertising at a level to be recommended by the Sponsorship Committee and approved by the City Manager's designee and/or City Council.

SUPPORTED PROGRAMS - Those activities and events which the City jointly conducts with another agency, group or individual in order to serve the community for a public purpose, including but not limited to events and activities that the City would directly finance or operate if there were adequate resources available to do so.

DONOR - An agency, group or individual giving money, materials or services for which the City may provide recognition. Such recognition shall be solely determined, controlled and prescribed by the City.

PAID ADVERTISING - Temporary exposure (signs, paid ad, print ad, radio spots, etc) arranged for an agency, group or individual who provides money in exchange for a specified or negotiated type and/or extent of advertising.

RECOGNITION ADVERTISING - Temporary exposure (banners, program recognition, etc.) arranged in acknowledgment of an agency, group or individual who has provided funds, materials, products and/or services in exchange for a specified or negotiated type and/or extent of advertising, relating to a specific activity, event or facility.

PRODUCT SAMPLING AND/OR GIVEAWAY - A product/gift is provided for a specific activity, event or facility in return for the opportunity to conduct product sampling for a designated time period. The type of product sampled or given away would be regulated by the applicable City Council guideline and implemented by the City Manager and/or the Citywide Sponsorship/Advertising Review Committee.

#### CITYWIDE SPONSORSHIP/ADVERTISING REVIEW COMMITTEE

The City Manager shall appoint a Citywide Sponsorship/Advertising Review Committee (the "Review Committee") consisting of representatives from departments. From these representatives, the City Manager shall select a Review Committee chair. The Review Committee shall be responsible for reviewing and recommending action to the City Manager for each request to approve sponsorship of activities or approval for advertising. Representatives of affected departments shall be invited to participate in the review of proposals involving their operations.

This committee shall establish and maintain an inventory of programs, products, facilities and services that may be eligible for private sponsorship and facilities, materials and vehicles eligible for advertising. This inventory should include existing

sponsors or advertisers (if any), time frame necessary for sponsor commitment/advertising and the current cost to the City. The inventory should be presented in priority order. Once the appropriate properties, facilities or events have been identified, specific and detailed guidelines, for approval by the City Council, will be developed for each type of property, facility and event minimizing the risk of litigation or liability. Activities of existing non-profits which support City departments should be included in the inventory, however it would be the non-profit's option to be a part of this program. The committee shall also review unsolicited proposals received by the City.

The committee will be responsible for recommending to the City Manager private firms that would be retained for identifying those programs, products, facilities and services most eligible for sponsorship as well as to market properties, vehicles or activities for advertising. Assistance to the City would be provided on how to properly recognize the sponsor for the contribution. The committee will report its progress annually to the City Manager or at other intervals as requested.

A sponsorship or benefitting advertising proposal must be completed on a form supplied by the committee or in the form of a proposal to the committee and submitted to the committee prior to verbal or written commitments regarding the program or project.

The proposal must include the following information:

1. Detailed discussion of program or project
2. Name, address and telephone number of agency, group or individual, including contact person
3. Item, project or service being provided
4. Monetary value of the program or service being provided
5. Recognition requested
6. Name of Department contact
7. Cost to the City, if any, to administer the program

Sponsorship or advertising valued at \$5,000.00 or less may be accepted by a department without committee review, upon approval of the Review Committee chair, as long as the sponsorship/advertising meets the criteria of this policy, specific guidelines and is accepted by the City Council. The committee shall meet on a regular basis to review all proposals valued in excess of \$5,000.00, to develop new guidelines for City Council review, and to ensure that proposals meet the City's existing guidelines.

The committee shall forward recommended sponsorship, supported program, and advertising proposals to the City Manager for approval consistent with the specific guidelines.

The committee shall forward approved proposals in excess of \$50,000 to the City Attorney for review and the City Council for final approval as appropriate in accordance with the City Manager's agenda process.

The City Manager may delegate his responsibilities in this regulation.

#### SPONSORS OF CITY PROGRAMS

All proposed sponsors must receive prior approval from the Sponsorship Committee, City Manager, and as appropriate, the City Council. Depending on the complexity or dollar value involved in a sponsorship, the City Manager may execute a memorandum of understanding between the sponsor and the City or initiate a formal contract requiring City Council approval. Unless expressly provided otherwise by the City Council, either agreement would contain these items:

1. The purpose of the agency, group or individual desiring to sponsor a City program must demonstrate the purpose is consistent with the City's mission to enhance service to our citizens, and the specific program or event to be sponsored must further a goal of the City.
2. Sponsors may provide funds or pay for facilities, equipment, supplies, staff services, security services, consultation, public relations services, and/or materials.
3. Specific City approval for sponsorship of a City program from a representative of the alcohol or tobacco industry.
4. The sponsor shall not directly seek to make a profit from the sponsorship. However, building community interest on a subject or gaining professional exposure is acceptable.
5. The cost of recognizing a sponsor shall not exceed the fair market value of the sponsorship.
6. The City must be appropriately represented and/or acknowledged in any publicity and public announcements for an event. All publicity such as media releases, posters, flyers, etc. must be approved by the City Manager.

7. A sponsor shall, at its sole cost comply with all laws, ordinances, rules, and regulations of and obtain and maintain such permits, licenses, and certificates required by federal, state and local governmental authorities having jurisdiction over the facility where the activity or event is held. Sponsor shall have and be allocated the sole responsibility to comply with the Americans with Disabilities Act (ADA) and Title 6 (CCR) with respect to the facility where the activity or event is held. Sponsor shall defend, indemnify and hold the City harmless from any and all claims of any failure to comply or violation of the ADA or Title 6. Sponsor shall provide evidence of, and maintain, sufficient insurance.
8. The one-time project or program shall in no way obligate the City to continue the arrangement in the future.

#### CITY SUPPORT OF OTHERS' PROGRAMS

City support of another agency, group or individual's programs or projects must receive approval from the Sponsorship Committee, City Manager, and as appropriate the City Council. Depending on the complexity or dollar value involved in a sponsorship, the City Manager may execute a memorandum of understanding between the sponsor and the City or initiate a formal contract requiring City Council approval. Unless expressly provided otherwise by the City Council, either agreement would contain these items:

1. The purpose of the agency, group or individual desiring support from the City must be consistent with the City's mission to enhance service to our citizens and the specific program or event to be supported must further a goal of the City or serve a public purpose.
2. Mutually shared resources may include facilities, equipment, supplies, staff services, security services, consultation, public relations services, and materials.
3. Neither party shall seek to directly make a profit from the activity or event being supported by the City. However, building community interest on a subject or gaining professional exposure is acceptable.
4. The City must be appropriately represented and acknowledged in any publicity and public announcements for an event or activity. All publicity such as media releases, posters, flyers, etc. must be approved by the City Manager.

5. The supporting agency, group or individual shall, at its sole cost comply with all laws, ordinances, rules, and regulations of and obtain and maintain such permits, licenses, and certificates required by federal, state and local governmental authorities having jurisdiction over the facility where the activity or event is held. The entity shall have and be allocated the sole responsibility to comply with the Americans with Disabilities Act (ADA) and Title 6 (CCR) with respect to the facility where the activity or event is held. The entity shall defend, indemnify and hold Lessor harmless from any and all claims of any failure to comply or violation of the ADA or Title 6. The entity shall provide evidence of, and maintain, adequate insurance.
6. Any request from an agency, group or individual for the waiver of City fees or costs must be approved by the City Council unless approved in the City's budget process.
7. The one-time project or program shall in no way obligate the City to continue the arrangement in the future.

#### NAMING OF CITY-OWNED LAND, BUILDINGS AND FACILITIES

The City Council retains the sole authority to name City-owned land, buildings and facilities. Naming facilities may be done in a manner which: 1) incorporates the name of LONG BEACH as appropriate; 2) recognizes the geographic, topographic or historical significance associated with the City; 3) recognizes individuals, families or companies that have donated the land or funds for a project; 4) recognizes persons who have served the nation, the State of California and/or the City of Long Beach in an exceptional and distinguished manner. City-owned land, buildings and facilities named in honor of deceased persons shall generally not take place until one year after their deaths, unless the City Council determines that there are overriding considerations for deviating from this policy guideline.

A request for naming or renaming City-owned land, buildings and facilities may be presented to the City Council by the one of its members, the City Manager or a member of the public. This request will then be referred to the City Council's Legislation, Personnel and Civil Service Committee for review. At the same time, the City Council will refer such requests to appropriate staff and/or appropriate City Commissions, Committees or Boards for any input that would assist the Legislation, Personnel and Civil Service Committee in its deliberations. Staff and/or concerned advisory bodies will have thirty days to submit comments to the Committee.

ORDINANCE NO. C- 7429

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AMENDING THE LONG BEACH MUNICIPAL CODE BY ADDING CHAPTER 16.55 AND SECTION 21.44.090A(8); AND BY REPEALING SECTION 14.16.040; ALL RELATING TO ADVERTISING ON PUBLIC PROPERTY AND FACILITIES

The City Council of the City of Long Beach ordains as follows:

Section 1. Chapter 16.55 is added to the Long Beach Municipal Code to read in its entirety as follows:

CHAPTER 16.55

ADVERTISING ON PUBLIC PROPERTY AND FACILITIES

16.55.010 Definitions.

The words and phrases defined in this section, wherever used in this chapter, shall have the meanings indicated unless the context requires a different meaning:

A. "Advertise" and any of its variants, and "advertising display" mean the depiction or presentation on a sign, personal property, bench, fixed device or structure of any name, word, statement, message, drawing, picture, painting, mark, motto, symbol or figure for the purpose of calling attention to a business, trade, organization or activity and/or inducing directly or

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1 indirectly, the purchase or use of any specific item of  
2 commerce or trade.

3 B. "Donor Recognition Program" and any of its  
4 variants means contributions of money, equipment,  
5 facilities, materials or other goods or services or other  
6 consideration in exchange for public recognition in a form  
7 and manner determined by the City.

8 C. "City's Advertising Policy" means that certain  
9 Policy on City Sponsorship, Corporate Recognition and  
10 Advertising, adopted on July 23, 1996, as amended from  
11 time to time.

12 16.55.020 Advertising/Recognition Agreements.

13 A. The City may enter into contracts, permits,  
14 licenses and agreements with private individuals or  
15 organizations to provide advertising space or donor  
16 recognition on City owned real and personal property as  
17 may be designated in the City's Advertising Policy, in  
18 exchange for cash, equipment, supplies, services or other  
19 valuable consideration.

20 B. Any contract, permit, license or agreement  
21 entered into pursuant to this chapter shall be in  
22 conformity with, and subject to, any limitation imposed  
23 by the laws and regulations of the State of California  
24 including, but not limited to, the California  
25 Environmental Quality Act ("CEQA"), the California Vehicle  
26 Code, the City's General Plan, the California Outdoor  
27 Advertising Act, applicable zoning laws and regulations,  
28 and the City's Advertising Policy.

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City Attorney of Long Beach  
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1 C. The type, location, size, content and duration  
2 of any advertising, advertising display, or donor  
3 recognition shall be subject to approval by the City to  
4 the extent permitted by law and shall be specified in the  
5 contract, permit, license or agreement.

6 D. Except as permitted herein, no advertising,  
7 advertising display or donor recognition shall be  
8 permitted on public property or public facilities.

9 16.55.030 Restrictions.

10 A. No advertising, advertising display or donor  
11 recognition shall contain any reference to or depiction  
12 of any of the following:

- 13 1. The specified anatomical areas or specified  
14 sexual activities as defined in section 21.15.110;
- 15 2. Any obscene act, gesture or word;
- 16 3. Any sale or use of alcohol or tobacco products; and
- 17 4. Any sale or use of illegal drugs or  
18 paraphernalia.

19 B. No contract, permit, license or agreement, may  
20 permit the logo or seal of the City of Long Beach or any  
21 of its departments to be reproduced or distributed in any  
22 manner which in any way impersonates a city official,  
23 safety officer, or employee.

24 C. No advertising, advertising display or donor  
25 recognition shall be permitted on uniforms worn by safety  
26 officers, park rangers, or city security officers.

27 D. No contract, permit, license or agreement shall  
28 permit an advertisement or advertising display to give the

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1 appearance or impression that any commercial product or  
2 service is endorsed or recommended by the City or any of  
3 its agencies, departments, officers or employees.

4 E. No advertisement, advertising display, or donor  
5 recognition shall display the word "stop", "drive",  
6 "danger", or any other word, phrase, symbol, lighting or  
7 any devices or any components thereof, or character likely  
8 to interfere with or mislead pedestrian or vehicular  
9 traffic.

10  
11 Sec. 2. Section 21.44.090A(8) is hereby added to the Long  
12 Beach Municipal Code to read in its entirety as follows:

13 8. Advertising, advertising displays or donor  
14 recognition permitted pursuant to Chapter 16.55.

15  
16 Sec. 3. Section 14.16.040 of the Long Beach Municipal  
17 Code is hereby repealed.

18  
19 Sec. 4. The City Clerk shall certify to the passage of  
20 this ordinance by the City Council of the City of Long Beach and  
21 cause the same to be posted in three conspicuous places in the City  
22 of Long Beach, and it shall take effect on the thirty-first day  
23 after it is approved by the Mayor.

24  
25 I hereby certify that the foregoing ordinance was adopted  
26 by the City Council of the City of Long Beach at its meeting of  
27 October 22, 1996, by the following vote:

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Ayes: Councilmembers: Oropeza, Lowenthal, Drummond, Roosevelt,  
Robbins, Topsy-Elvord, Shultz.

Noes: Councilmembers: None.

Absent: Councilmembers: Donelon, Kellogg.

Shelba Powell  
City Clerk

Approved: 10-28-96  
(Date)

Samuel Neill  
Mayor

John R. Callhoun  
City Attorney of Long Beach  
333 West Ocean Boulevard  
Long Beach, California 90802-4664  
(310) 570-2200

MJM:kjm  
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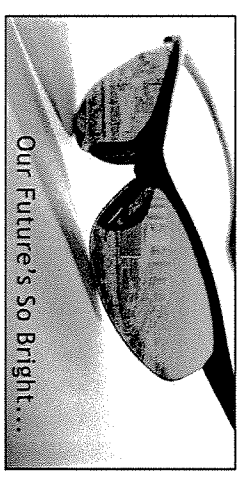


# Sponsorship & Marketing Program

Economic Development and Finance Committee  
May 20, 2008



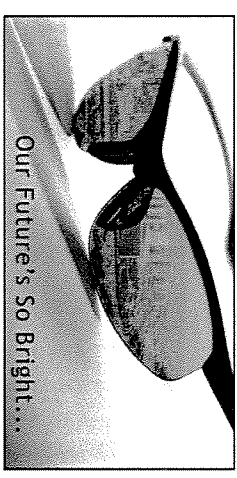
## Background



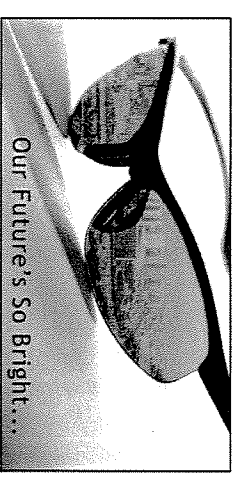
- As a part of the Structural Deficit Reduction Strategy, Council requested City Manager to explore additional revenue opportunities
- One proposal was a sponsorship & marketing program
- Purpose: Create an additional no-tax, no-fee revenue stream for City by leveraging City assets into revenue opportunities
- Key Objective: Maximize sponsorship revenue



## Background



- The Financial Strategic Plan includes a \$1 million target for new revenue from sponsorship
- City Manager Office directed the Economic Development Bureau (EDB) to carry project forward
- Have negotiated two draft agreements with 5-year value of \$1.48 million
- Charter Communications (\$929,099)
- Office Depot (\$552,562)



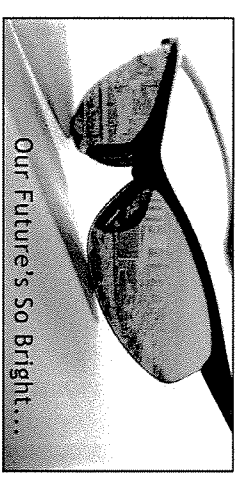
# What is Sponsorship?

- Utilizing City assets for joint promotion and revenue development
- Examples include product placement, naming rights, co-marketing efforts, event sponsorship
- Underlying principle: Corporate entities want to partner with key jurisdictions for branding and product placement
- In marketing terms, “Long Beach” is a brand with valuable attributes
- Goal is to maximize sponsorship opportunities





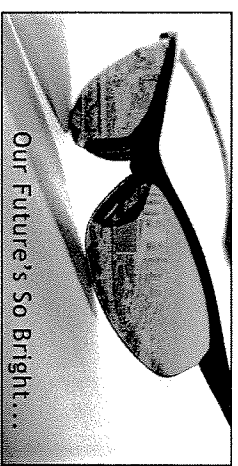
## Past City Efforts



- In 1996, City adopted a Policy on City Sponsorship, Corporate Recognition and Advertising to allow partnering with firms for the purpose of joint promotion and revenue development
- In 1998, City secured agreement with Outdoor Systems Advertising for advertising placement on bus shelters
- In 2001, City entered into multi-year beverage contract with BCI Coca-Cola Bottling Company of Los Angeles



# Long Beach Examples

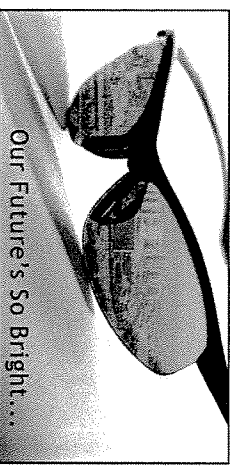


Verizon logo in  
City Hall lobby



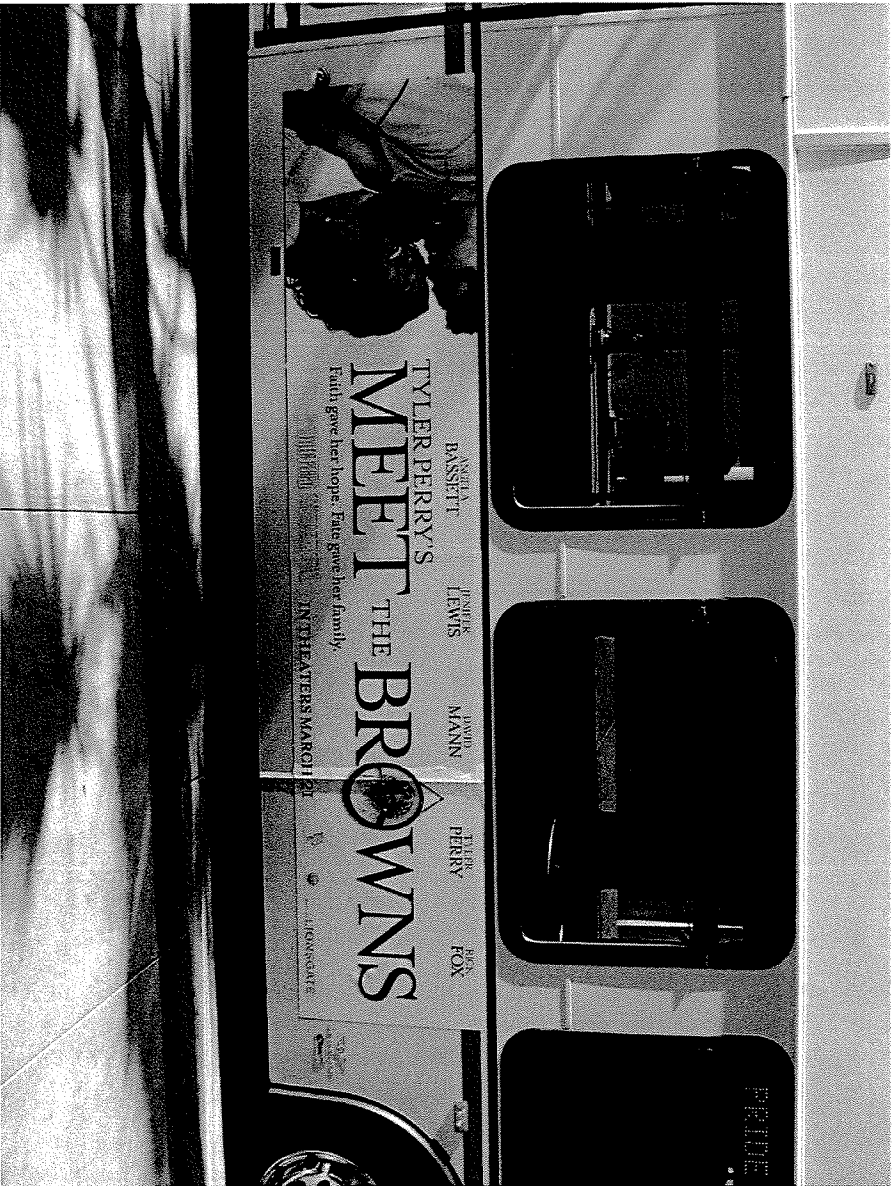


# Long Beach Examples



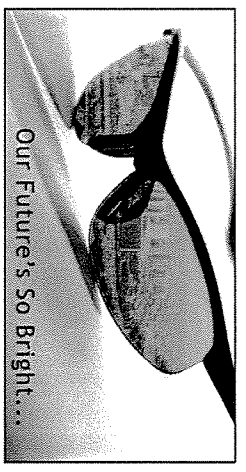


# Long Beach Examples





# Long Beach Examples

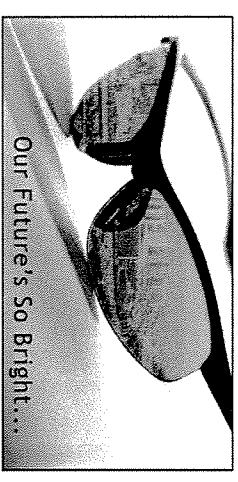


*Mark Boone, Long Beach Superintendent of Marine Safety, has put 11 new Chevy vehicles to work.*





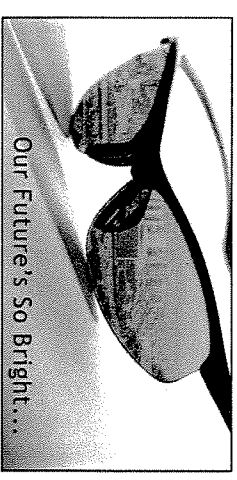
## Ground Rules



- Council to approve all agreements, partners or marketing initiatives
- All agreements must comply with City's Municipal Code Section 16.55 for advertising content (no alcohol, tobacco, drugs, adult content)
- No quid pro quo expressed or implied by any sponsorship/marketing agreement



## Initiatives by Other Cities



- New York City is the leader
- Chicago and Los Angeles are aggressively developing their own initiatives
- Regionally, MTA has a sponsorship and marketing program that leverages its hard assets
- San Diego has been active
- Other jurisdictions moving in this direction



# Corporate Partnership Program



## Contact Information

**Corporate Partnership Program**  
 1200 Third Avenue, Suite 1700  
 San Diego, CA 92101  
 Phone: (619) 236-7002  
 Fax: (619) 236-7004

Jenny Wolff  
 Development Director  
 E-mail: [jwolff@sandiego.gov](mailto:jwolff@sandiego.gov)

## I want to...

- [Become a partner](#)
- [Learn more about what marketing benefits are available](#)
- [Learn more about the City's current partnerships](#)
- [Learn more about current opportunities](#)

The City of San Diego's Corporate Partnership Program develops mutually beneficial business arrangements between the City and organizations which generate non-tax revenue or new resources for the City and provides marketing benefits to the partners.

[About the Program](#)

## Existing Partnerships

- [Cardiac Science](#) – "Official Automatic External Defibrillator Partner"
- [McCune Chrysler-Jeep](#) – "Official Automotive Dealership"
- [Pepsi Bottling Group](#) – "Official Beverage Provider"
- [QUALCOMM Stadium](#)
- [San Diego Metropolitan Credit Union](#) – "Official Credit Union"
- [Sunroad Community Foundation](#) – "Proud Sponsor of the Fire & Rescue Helicopter"
- [Verizon Wireless](#) – "Official Wireless Partner"

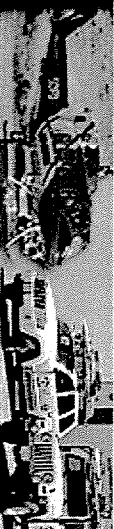
## News and Announcements

- [City Announces Official Wireless Partner \(PDF: 42K\)](#)
- [City Announces Official Credit Union \(PDF: 14K\)](#)
- [Marketing Partnership Council Policy \(PDF: 88K\)](#)
- [Product Endorsement Council Policy \(PDF: 61K\)](#)





# Existing Partnerships



Verizon Wireless  
 "Official Wireless Partner" of the City of San Diego



San Diego Metropolitan Credit Union  
 "Official Credit Union" of the City of San Diego



Cardiac Science  
 "Official Automated External Defibrillator Partner" of the City of San Diego

CARDIAC SCIENCE



[Pepsi Bottling Group, Inc.](#)  
 "Official Provider of Cold Drink Vending Machines" of the City of San Diego





## Initiatives by Other Cities



- Daytona Beach, FL – countywide pouring rights, naming rights and other municipal marketing efforts
- Phoenix, AZ Convention Center – naming rights, sponsorships and branded food relationships
- Philadelphia, PA – beverage provider agreement with Coca-Cola
- Other jurisdictions actively pursuing include:
  - Rochester, MN
  - Winnebago County, WI
  - Maricopa County, AZ
  - Pinellas County, FL



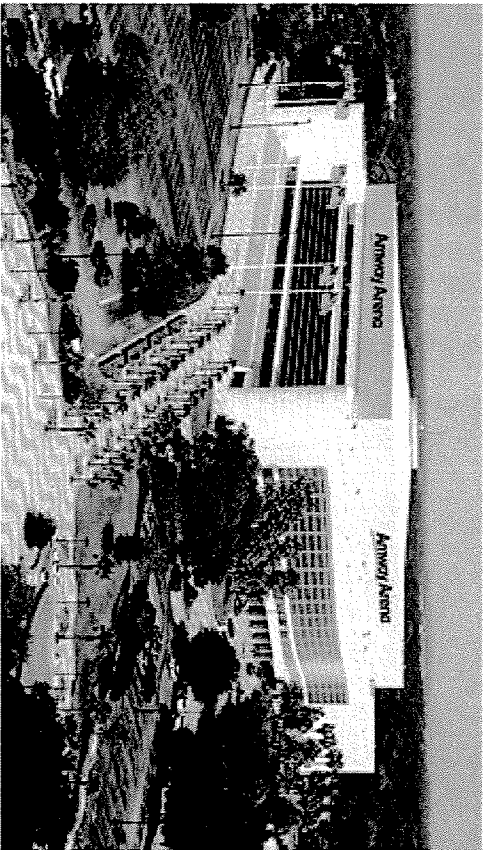
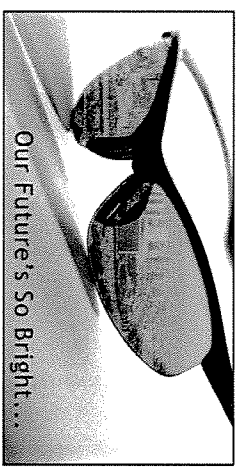
# Naming Rights



- Campbell's Field (Camden, NJ)
- Giant Center (Hershey, PA)
- Sovereign Bank Arena (Trenton, NJ)
- Straub Center (Allentown, PA)
- First Union Arena (Wilkes Barre, PA)
- John Labatt Center (London, Ontario)
- Pacific Coast Net Place (British Columbia)
- Steelback Center (Sault Ste. Marie, Ontario)
- Androscoggin Bank Center (Lewiston, ME)
- Amway Arena (Orlando, FL)
- Vigo Alessi Trolley (Tampa, FL)



# Naming Rights





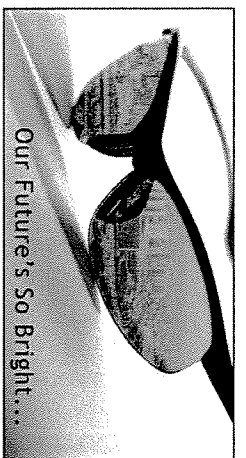
## NYC Efforts



- New York City has been leader in municipal sponsorship & marketing efforts
- Created Chief Marketing Officer and new organization: New York City Marketing (NYCM)
- NYCM created partnerships with Snapple, multi-platform deal with The History Channel
- Negotiated new street furniture (bus stops, newsstands, phone kiosks, street banners, benches) agreement with Cemusa

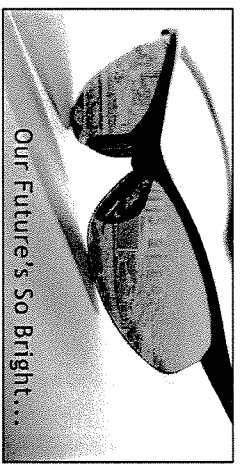


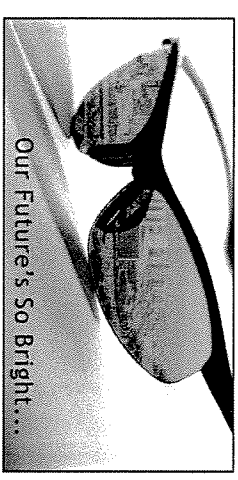
# NYC Initiatives





# NYC Initiatives





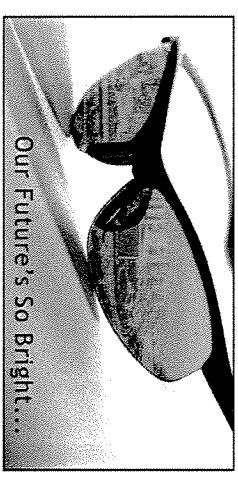
## Obstacles & Opportunities

- Some naming rights options no longer available (Aquarium of Pacific)
- Long Beach is the beta city in the region – LA remains a principal media target
- City assets are significant but not overwhelming
- Comparison: MTA has 1,433 sq. mi. service area, operates over 2,000 peak-hour buses, has 62 hard asset rail stations and total boarding passenger count over 465 million





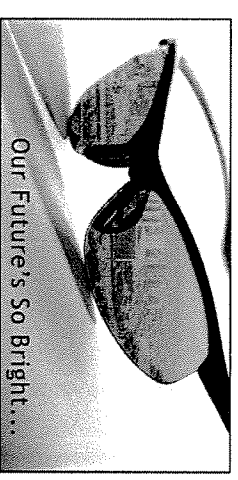
## Outlook



- The first agreements are the most difficult – creating the model, overcoming “first in” syndrome, proving the concept and the brand
- Probable that the number and value of agreements will increase as more sponsors understand, accept and value program
- Potential partners are responding well to the “Long Beach” brand



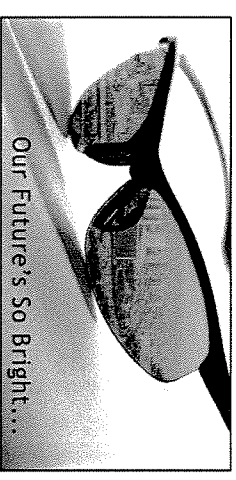
## Where We Are



- Completed initial tasks (inventory, analysis, program development)
- Met with over 50 Fortune 1000 firms
- Developed prototype agreements with specific rights and benefits package for distinct levels of financial participation
- All potential partners told there is no quid pro quo expressed or implied by any sponsorship & marketing agreement
- Have two draft agreements with 5-year value of \$1.48 million



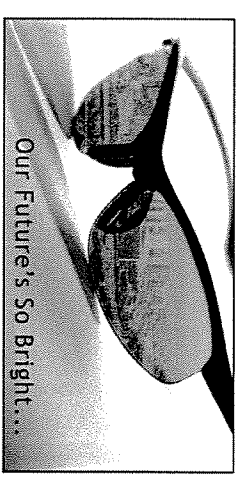
# Program Description



- Two levels of sponsorship
- City Partner
  - 1<sup>st</sup> Tier level of sponsorship
  - \$175,000 per annum, 3% escalator, 5-year term
- City Sponsor
  - 2<sup>nd</sup> Tier level of sponsorship
  - \$100,000 per annum, 5% escalator, 5-year term



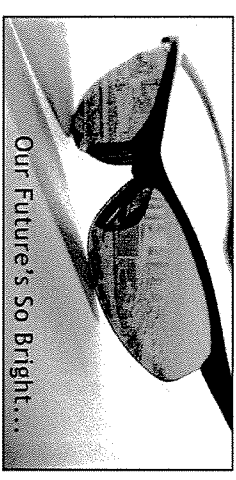
# Proposed City Partner Rights & Benefits



- Position on City Partner Advisory Board
- Named Official City Partner in specific category
- Street banners promoting their City-sponsored initiatives
- Image integration into beautification program on City building site
- Right to use Official Partner program logos



# Proposed City Partner Rights & Benefits



- Placement in City publications
- Corporate recognition on City website
- Corporate identification on 10 iconic landmarks (beaches, parks, libraries, gateway signs)
- Signage in City Hall lobby
- Educational programming on Channel 8

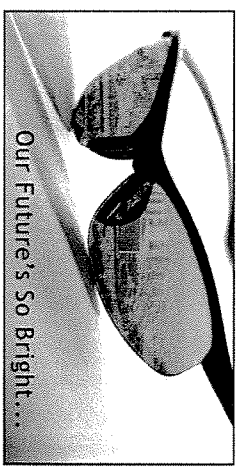


# Logo Examples





# Partner Program



# city of Longbeach

# Partner Program



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# More Partner Program



# City Source

## Department of Library Services

### city of

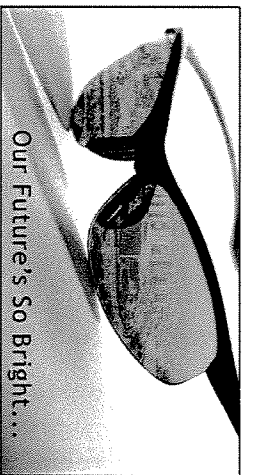
# longbeach

## Partner Program



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Our Future's So Bright...



# city of Longbeach

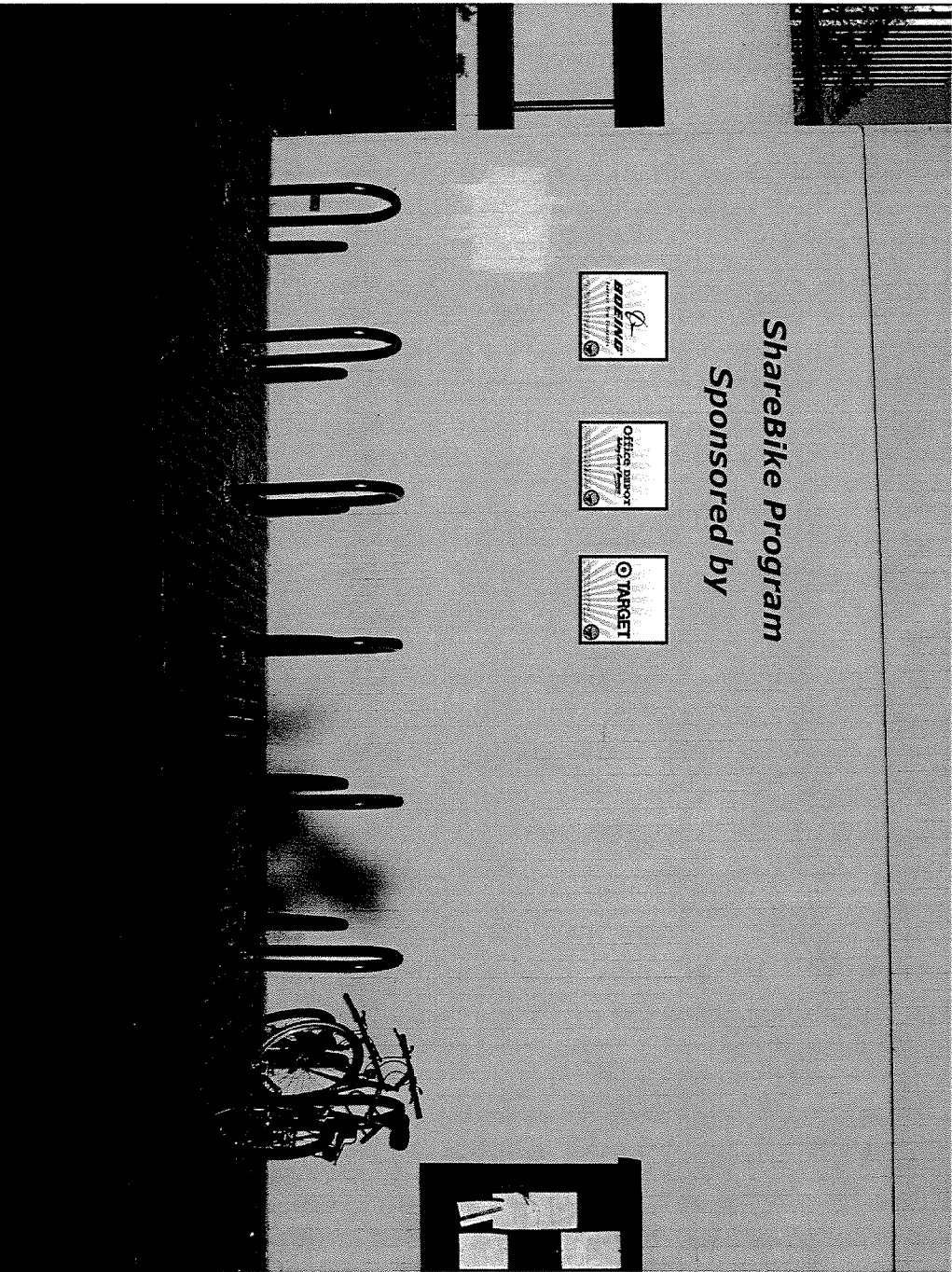
## Partner Program



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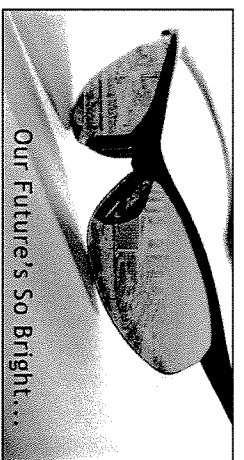


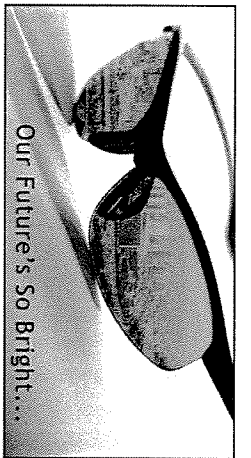
# Possible Sponsorships

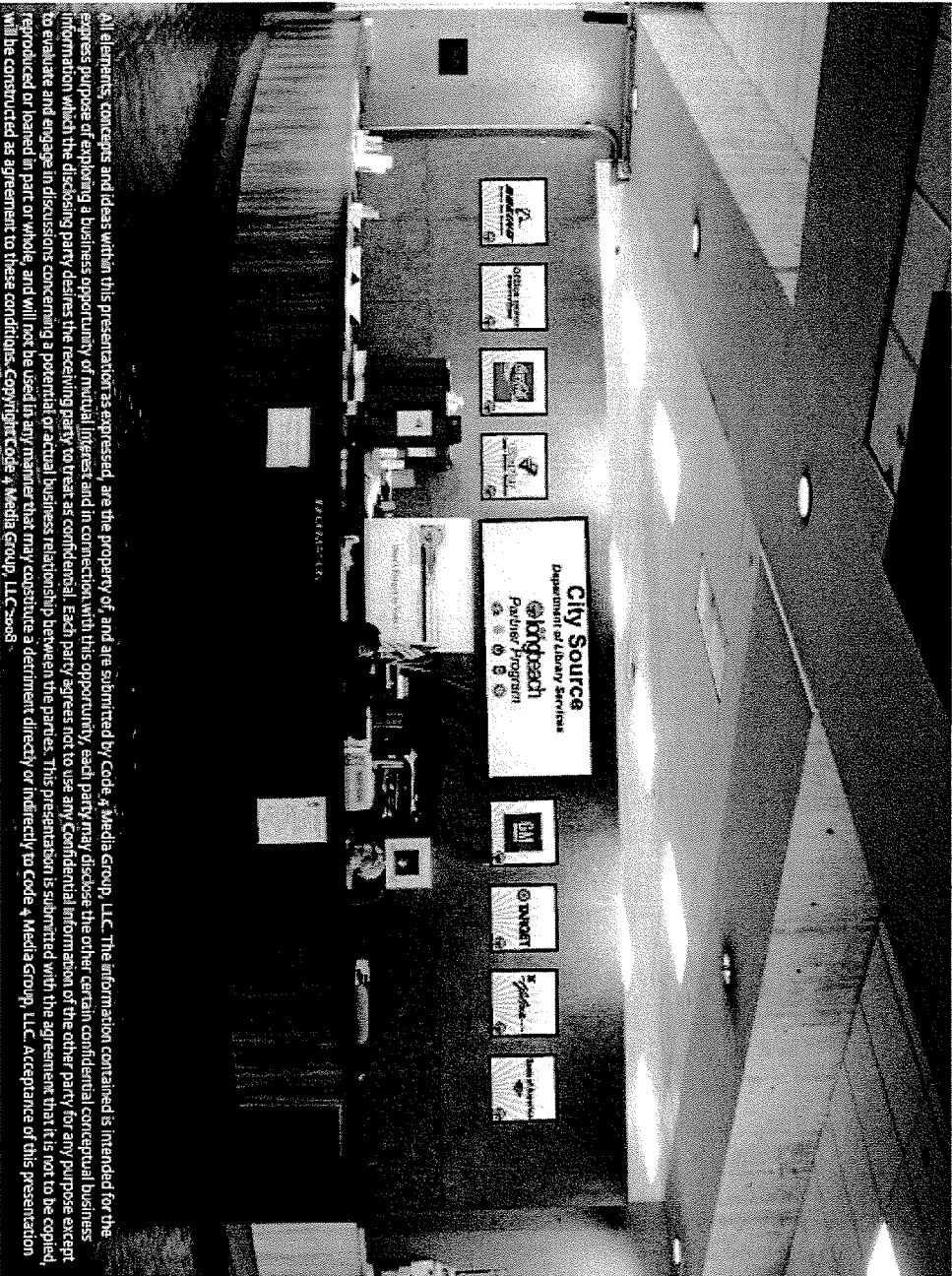
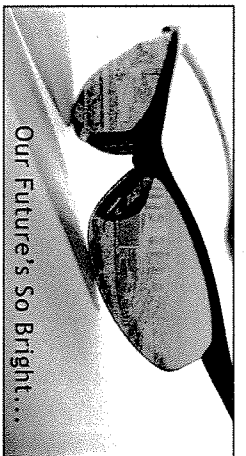




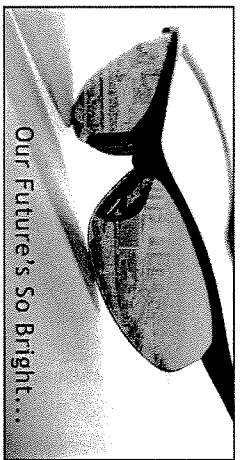
# Possible Sponsorships







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- city reporter
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- news lister
- jobs
- contact us
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- city directory
- city services
- calendar
- frequently asked questions

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### cityNEWS

#### The City of Long Beach New Partner Program

The City of Long Beach and Charter Communications will be teamed with additional elite corporate partners as an Official City Partner, a group recognition and limited, exclusive, and unique opportunity for forward thinking companies to develop a working partnership with the City of Long Beach. The recognition platform includes City landmarks, television, print, and internet media, as well as collateral materials and City signage. [Click here for more information.](#)

#### Racing Legends Mario Andretti, Parnelli Jones and Gary Gabelich to be Honored

The City of Long Beach will honor racing legends Mario Andretti, Parnelli Jones and Gary Gabelich, at the third annual Long Beach Motorsports Walk of Fame induction ceremony on Thursday, April 17, at 11:00 am, at the Long Beach Motorsports Walk of Fame, located on South Pine Avenue in front of the Convention Center, just south of Ocean Boulevard. [Click here for more information](#), or [click here](#) to read the press release.

#### Libraries Change Lives, and April is National Library Month

National Library Month at the Long Beach Public Library is a great time to celebrate the important role libraries play in the community. Residents of all backgrounds and ages come together at libraries to enjoy books and videos, attend meetings, lectures and programs, do research, use computers, get homework help, and *much, much more.*

#### New Online Parking Reservations In Time for Grand Prix

The Long Beach Redevelopment Agency has launched an online parking reservation system that allows visitors to the Downtown area to reserve a parking space in advance of their visit. The RDA is piloting this new system in time for the Toyota Grand Prix of Long Beach, April 18 to 20. [Click here](#) to reserve a parking space for the Grand Prix and print your own parking permit.

#### City of Long Beach Waste Diversion Rate Grows to 69 Percent

The City's waste diversion rate increased another 3 percent in 2006, when 69 percent of the City's trash was diverted from disposal through recycling, reuse and waste reduction programs. State law mandates that each jurisdiction maintain a waste diversion rate of at least 50 percent. [Click here](#) to read the announcement, or [click here](#) for more information about the City's recycling programs.

#### Will you get your Economic Stimulus Package's rebate check?

Thousands of Long Beach residents may miss out on the Economic Stimulus Package's (ESP) rebate checks of up to \$600 for individuals, \$1,200 for married couples, and \$300 for each eligible child because they haven't filed a 2007 tax return. [Click here](#) for more information.

#### Winter Rains Could Cause Flooding

During a major rainstorm, some areas of Long Beach could become flooded. [Learn how you can prepare.](#) Find out if your property is in the flood-hazard area - [Check out the 100-year floodplain map.](#)

#### ANNOUNCEMENTS

**COUNCIL MEETINGS**  
Agenda - Current and Past  
Video - Live and Archives

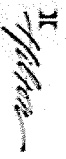
**ENVIRONMENTAL PLANNING**  
Learn about the environmental impacts of development projects that are currently being considered by the City.

**DEVELOPMENT PROJECTS**  
Find out more about the comprehensive development proposals that are currently being evaluated for the City. Visit the Community Development's webpage for more details.

Archives...

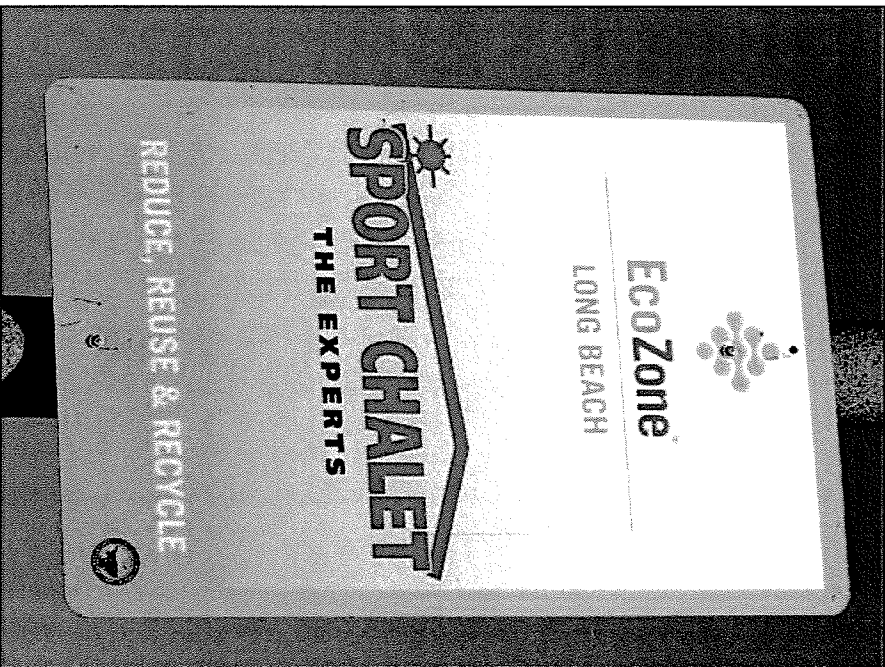


## Partner Program





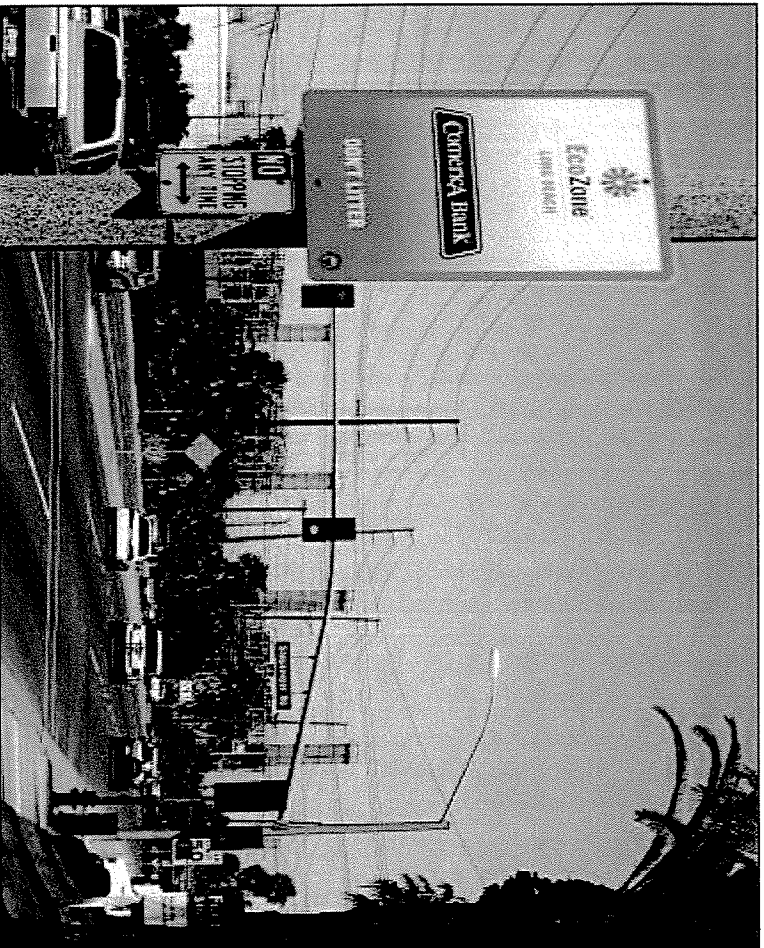
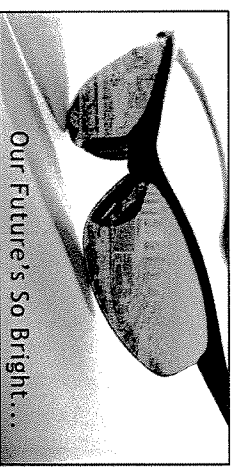
We're In the Business Now





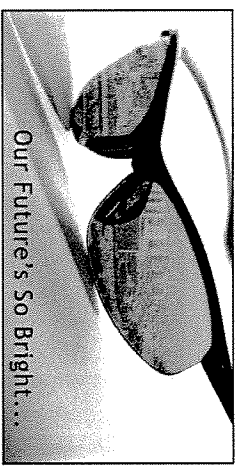
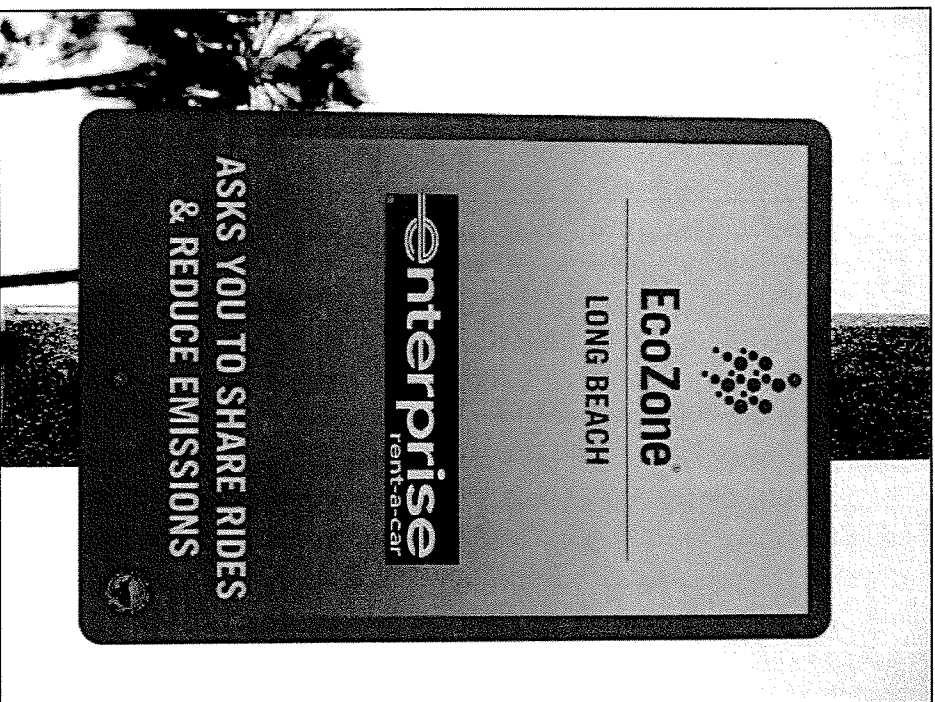


We're In the Business Now



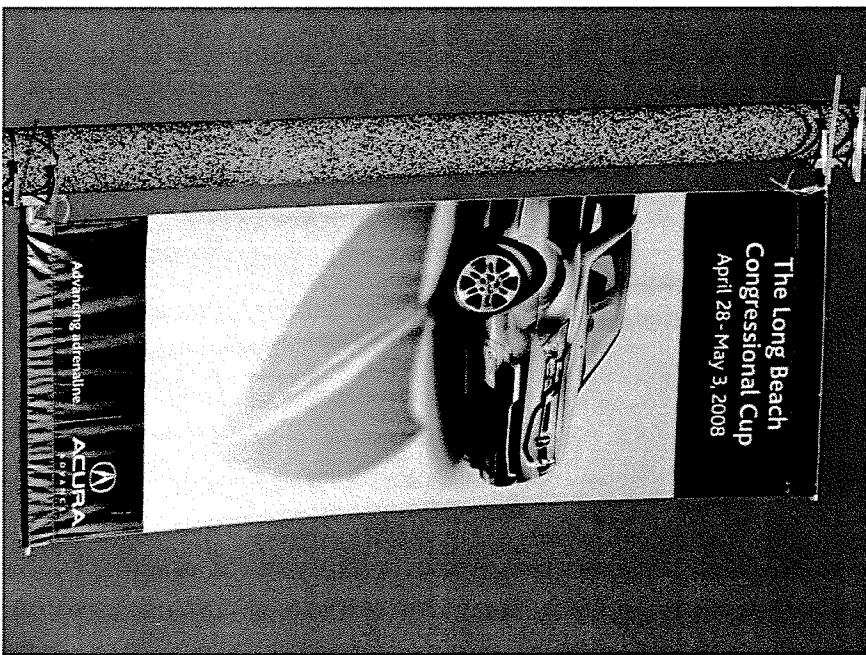
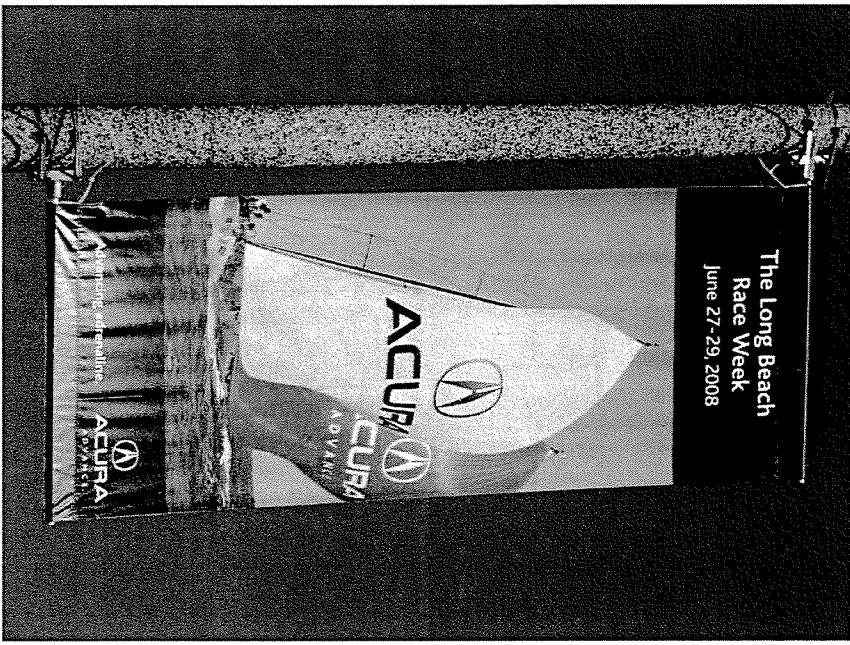
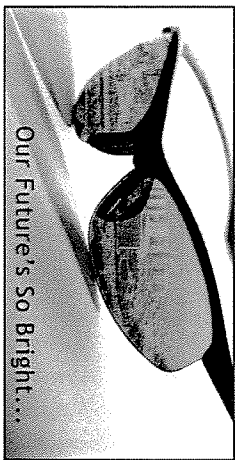


# We're In the Business Now





# We're In the Business Now



Explore Our City

City Government

City Departments & Services

For Our Residents

For Our Visitors



# Long Beach, NY

*The City By The Sea*

## Street Pole Banners Adorn the City Streets: Advertising Sponsorships Still Available

Many residents have been commenting on the decorative banners that have been placed on light poles along Long Beach Boulevard, Park Avenue and Beach Street. The banners display beautiful photographs of Long Beach and feature logos of local businesses that have taken part in the sponsored program. According to Parr Ventures who developed the banner program, sponsorship is still available by calling Wendy Parr at 516-932-4365.

The banner program was developed to benefit the City's beautification and capital improvement initiatives. Each banner is unique, with photographs depicting the things we most love about living in Long Beach, ocean waves, jetties, sandy beaches and the boardwalk. The pictures were taken by local photographers, Cliff Arment, Kristie Arden, Rocky Corvino, Scott Evers, Seth Hoffman, Ed Kennedy, Christina Tisi-Kramer, George Mallis and Robin Stein, all of whom donated their work for residents and visitors to enjoy. Logos of participating sponsors are featured on the lower quarter of each banner which offers exposure to thousands of people who travel throughout the city by way of pedestrian and vehicle traffic.



The City of Long Beach



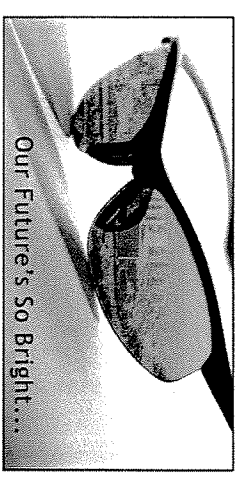
For more information on the banner program, contact Wendy Parr at (516) 932-4365 or e-mail [wfparr@optonline.net](mailto:wfparr@optonline.net).

[Printer-friendly Version](#)

Home
Our Weather
City Government
<b>News In Our City</b>
Community Events
Fine Art Show
Parks and Recreation
For Our Seniors
Youth & Family Services
Newsletters
Public Auctions
Summer Information
Downloadable Forms
Employment Opportunities
Apprentice Program
C.S.E.A. (Employees)



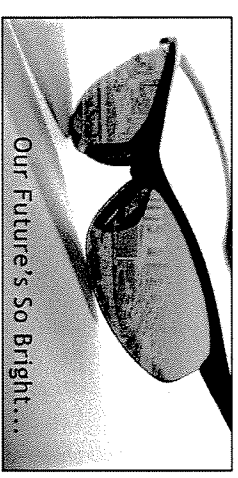
## Recommendation



- Refer prospective agreements with Charter and Office Depot to Council for consideration
- Agreements to include detailed listing of specific rights and benefits, with prototype visuals



## Consultant Agreement



- Council approved agreement with Premier Partnerships in 2006
- Base agreement: \$120,000, with 15 percent commission for commercial partnerships sold under this agreement and 10 percent of all renewals during and after the term of the agreement.
- Total payments including commissions capped at \$1,000,000 without prior written permission from the City Manager.
- Pre-approved appropriate City-related business expenses are at cost to the City, above and beyond the \$120,000 base contract.



ACURA presents  
**ULLMAN SAILS LONG BEACH RACE WEEK**  
 June 27-29, 2008



- Home
- Race Documents
- Results
- Entry Form 2008
- Logistics
- Accommodations
- Weather
- Race Management
- Sponsors
- Past Results
- About Us

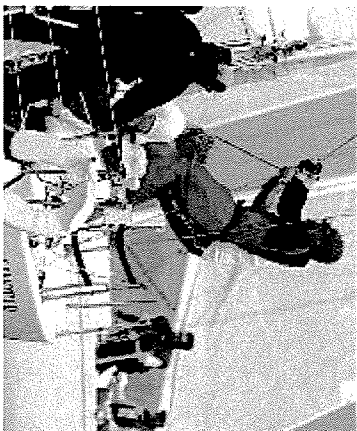
**Long Beach Race Week Home**

**Three days of fun racing and post race parties**

Make sure that Acura Ullman Sails Long Beach Race Week 2008 is on your racing calendar.

Join us for 3 days of racing on the beautiful waters of Long Beach and the unique nightlife which Belmont Shore's 2nd Street offers.

If you participated last year, you know that Alamitos Bay and Long Beach Yacht Clubs are committed to providing you with the very best in race management and an entertaining and fun shore side venue.

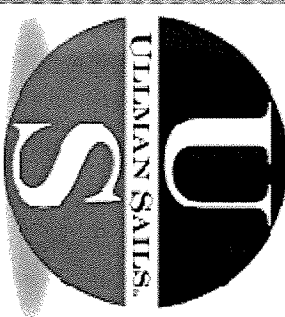


Race Committee volunteers with extensive racing experience from yacht clubs all over Southern California will be providing the Race Management.

**Race with the Champions.**

Join us at Long Beach Race Week this June.

- ▶ Catalina 37 National Championship
- ▶ Melges 24 Gold Cup
- ▶ J/29 West Coast Championship
- ▶ Flying Tiger 10 Pacific Coast Championship
- ▶ Olson 30 Pacific Coast Championship
- ▶ Schock 35 Pacific Coast Championship





*Long Beach Yacht Club*

34° 33' - 45° 18'  
09° 15' - 06° 02'

Home

Club Info

Congressional Cup

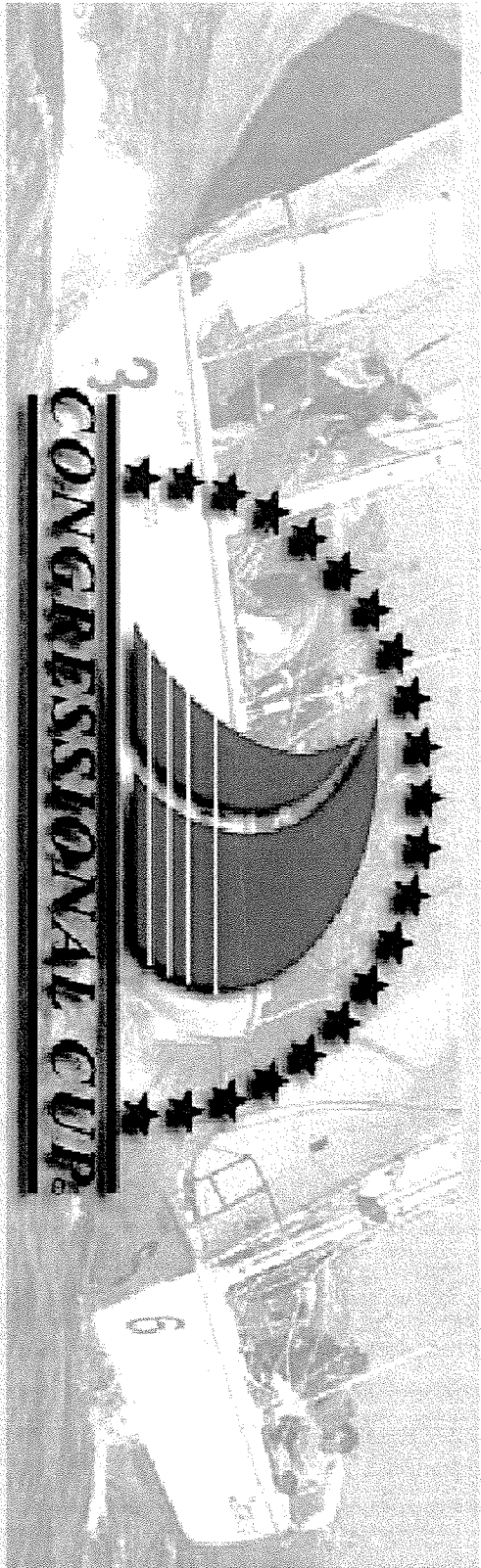
Sailing

Events / Groups

Membership


Sailing Foundation

Login

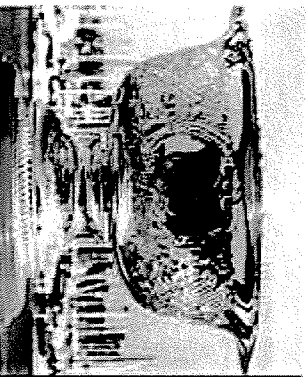


CONGRESSIONAL CUP

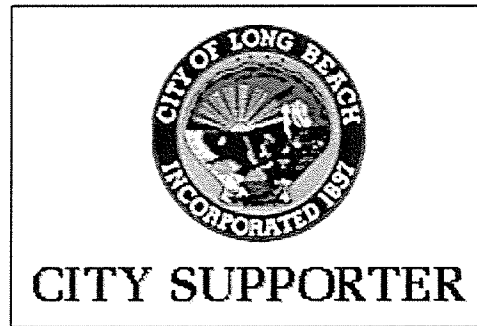
Acura Automobiles  
2008 Congressional Cup Presenting sponsor

 **ACURA**

Congressional Cup 2008  
April 28 - May 3, 2008







# **City of Long Beach City Supporter Proposal**

Presented to:  
**Office Depot**

October 18, 2007



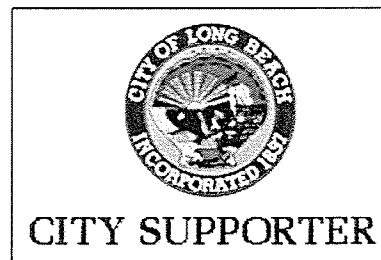
**City of Long Beach**  
**"City Supporter" Rights & Benefits**  
**Presented to Office Depot**  
**October 18, 2007**

**City Supporter Overview**

- Office Depot will become one of a limited amount of companies forming the exclusive group of City Supporters of the City of Long Beach. Long Beach is the 5th largest city in California with a population of over 500,000, centrally located between Los Angeles and Orange County, home to the Queen Mary and the Aquarium of the Pacific, and close to all major Southern California attractions. Long Beach is not only a premier tourism destination with its downtown waterfront, but is also one of the country's most culturally diverse cities with a melting pot of over 39 spoken languages. The landscape of Long Beach also contributes to its overall diversity. Housing over 100 parks, 7 miles of beaches, and 5 golf courses the City of Long Beach focuses much effort on becoming one of the greenest cities.
- The City of Long Beach is committed to creating valuable opportunities to help Office Depot build on its education and community involvement activities.
- The Economic Development Bureau will use its best efforts and resources for Office Depot retail sites to be made available within the City of Long Beach as well as commit to helping Office Depot grow in the following areas:
  - Design, Print & Ship (DPS)
  - Technology
  - Office Furniture

**Intellectual Property Rights**

- Subject to the terms of this Agreement, Office Depot will become an Official City Supporter of the City of Long Beach with respect to the following category:
  - Office Supply Retailer
- Office Depot will have the right within the above sponsorship category to exclusively utilize the official marks and composite logo for the City of Long Beach and the Official City Supporter program, and may utilize the official marks and logos to designate themselves as an Official Supporter of the City of Long Beach accordingly:
  - *Official City Supporter*
  - *Official Supporter of the Long Beach Parks, Recreation and Marine Department*



## **Advertising**

### **City Signage**

- **Street Banners**

- Office Depot will receive corporate identification on street banners promoting their city initiatives (e.g. 5% Back to School Program, Kids in Need Teacher Grants, Keep Long Beach Beautiful, or other City of Long Beach initiatives). Corporate identification on the street banners will be rotated equally amongst the Official City Supporters as part of an annual City beautification program. Each City Supporter will have a choice of fifty (50) or one-hundred (100) street banners per year located throughout all of the nine (9) City Districts.

\* Note: Office Depot will be responsible for costs associated above mentioned

### **City Media**

- **Print Media**

- Office Depot will receive advertising in numerous City of Long Beach publications, including:
  - Parks, Recreation, and Marine Department Program Guide.
    - Full page ad
    - Published quarterly
    - Distributed to approximately 190,000 households
  - Parks, Recreation, and Marine Department Fun Times Flyer
    - Published three (3) times a year (Fall, Spring & Summer)
    - Distributed by teachers to approximately 72,000 children in grades K-8
    - Published in three (3) languages
      - English
      - Khmer
      - Spanish
- Ad placement, sizing and color application based on publication guidelines

- **Internet**

- The City of Long Beach official website [www.ci.long-beach.ca.us](http://www.ci.long-beach.ca.us) averages over 127,000 unique visitors monthly with average user sessions exceeding seven (7) minutes. With approximately 1.5 million hits per month the City's website has become a destination for interested local residents and tourists
  - Office Depot will receive a combination of fixed and rotating banner advertising placements on the City of Long Beach official website.
  - Office Depot will receive active links to its homepage.

### **City Supporter Recognition Program**

Office Depot will be branded with additional elite corporate Supporters as an Official City Supporter: a group recognition and limited, exclusive, and unique opportunity for forward thinking companies to develop a working partnership with the City of Long Beach. The recognition platform includes City television, print, and internet media, as well as collateral materials as listed below.

- **Television**

- City Supporters will receive corporate identification and on-air mentions outlining the City Supporter program and recognizing each City Supporters. City Supporters will be included in a minimum of five hundred (500):30 and/or:60-second television features annually on LBTV 8. (Details of media schedule to be mutually agreed upon.) Placement on LBTV 8 is to be reviewed by City Attorney to ensure compliance with applicable state and federal statutes and policies.

- **Print Media**
  - Long Beach Press Telegram Recognition
    - City Supporters will receive recognition annually in the Long Beach Press-Telegram special spotlight advertisement celebrating the City of Long Beach and its Supporters.
- **Internet**
  - City Supporters will receive corporate recognition and company link on City of Long Beach website -- [www.ci.long-beach.ca.us](http://www.ci.long-beach.ca.us)
- **Collateral Materials**
  - City Supporters will receive corporate identification and/or acknowledgement in appropriate City produced collateral material distributed for Long Beach promotional purposes, including but not limited to:
    - Department of Economic Development
    - Department of Parks, Recreation and Marine
    - Convention and Visitors Bureau
    - City sponsored events

### **Supporter Promotional Platform**

#### ***Office Depot 5% Back to School Program***

With Office Depot as a City Supporter, qualifying purchases made by City employees will be awarded in credit to the designated school(s) of choice.

#### ***Office Depot Teacher of the Year Award***

With the concurrence and participation of the Long Beach Unified School District (LBUSD), LBUSD, the City of Long Beach and Office Depot will mutually agree upon criteria for "Teacher of the Year Award". Award could include the following:

- \$7,500 credit in school supplies to three (3) teachers in the LBUSD
    - \$2,500 to one (1) Elementary School teacher
    - \$2,500 to one (1) Middle School teacher
    - \$2,500 to one (1) High School teacher
  - Submission for recommended teachers to be available at local Office Depot retail stores, Office Depot homepage as well as the City of Long Beach homepage.
- \* Note: Office Depot will be responsible for costs associated above mentioned

#### ***Office Depot Classroom Stock Up Days***

If agreed to by LBUSD, Office Depot will receive access to the teachers to promote special prices and discounts via the following:

- Email address
- Flyers

#### ***Office Depot Green Days***

In an effort to combine the goals of the City of Long Beach and Office Depot to be environmentally friendly, Office Depot can choose to be the Title Sponsor one (1) of the below environmentally friendly activities:

- Beach clean ups
- Park clean ups
- Earth Day events
- Tree planting events
- Adopt-a-park program
- Adopt-a-beach program

- Environmental education and awareness programs

### **Hospitality, Tickets, & Entertainment**

Office Depot will receive a reasonable allocation of VIP access and / or tickets to City owned or sponsored events as requested, including but not limited to the following:

- Long Beach Grand Prix
- Sea Festival Events such as the Mayor's Cup
- Performing Arts Center, Long Beach Arena, and Long Beach Convention Center events

### **Investment**

- Term: Five (5) years commencing January 1, 2009
  - Cash Investment (net):
    - 2009: \$100,000
    - 2010: \$105,000
    - 2011: \$110,250
    - 2012: \$115,762
    - 2013: \$121,550
- \*Above annual increases are based upon a 5% escalator
- The City of Long Beach and Office Depot will mutually agree upon an annual cash payment schedule.

### **Creation and Subsequent Replacement of Signage**

- Office Depot will be responsible for the cost of creation and installation dedicated Office Depot signage (i.e.- non Sponsor recognition signage as necessary) affiliated with the City of Long Beach as part of the City Supporter recognition program, as indicated above.
- If Office Depot requests design or signage modification, costs for replacement of any signage after initial installation is finalized will also be the responsibility of Office Depot.
- The City of Long Beach agrees to provide or pay for as necessary regular service and maintenance to all signage. All Office Depot signs will be maintained to have a clean appearance.
- City of Long Beach will make reasonable efforts to protect the sponsor's signage rights for all events, however sponsor understands that the City may host other events, and reserves the right to cover or otherwise de-emphasize its signage at its cost for selected events.



# City of Long Beach City Partner Proposal

Presented to:  
**Charter Communications**

December 19, 2007



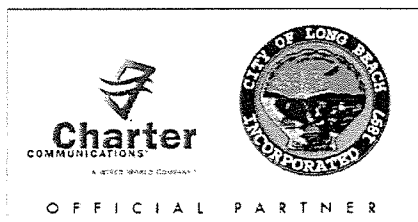
**City of Long Beach**  
**"City Partner" Rights & Benefits**  
**Presented to Charter Communications**  
**December 19, 2007**

**City Partner Overview**

- Charter Communications will become one of a limited amount of companies forming the exclusive group of City Partners of the City of Long Beach. Long Beach is the 5th largest city in California with a population of over 500,000, centrally located between Los Angeles and Orange County, home to the Queen Mary and the Aquarium of the Pacific, and close to all major Southern California attractions. Long Beach is not only a premier tourism destination with its downtown waterfront, but is also one of the country's most culturally diverse cities with a melting pot of over 39 spoken languages. The landscape of Long Beach also contributes to its overall diversity. Housing over 100 parks, 7 miles of beaches, and 5 golf courses the City of Long Beach focuses much effort on becoming one of the greenest cities.
- The City of Long Beach is committed to creating valuable opportunities to help Charter Communications build on its education and community involvement activities.
- Charter Communications will be assigned one advisor position on the City of Long Beach **Mayor's City Partner Advisory Board**. Members of the Board will include designees of the Official City Partners as well as a select number of corporate and civic leaders. The Board will meet semi-annually with the Mayor, City Manager and Economic Development Bureau to advise on City marketing strategy.

**Intellectual Property Rights**

- Subject to the terms of this Agreement, Charter Communications will become an Official City Partner of the City of Long Beach with respect to the following category:
  - Telecommunications
- Charter Communications will have the right within the above sponsorship category to exclusively utilize the official marks and composite logo for the City of Long Beach and the Official City Partner program, and may utilize the official marks and logos to designate themselves as an Official Partner of the City of Long Beach accordingly:
  - *Official City Partner*
  - *Official Telecommunications Partner to the City of Long Beach*
  - *Official Partner of the Long Beach Parks, Recreation and Marine Department*



## **Advertising**

### **City Signage**

- **Street Banners**
  - Charter Communications will receive corporate identification on street banners promoting their city initiatives (e.g. Digital Cable, various packages, HDTV, Charter Business or other City of Long Beach initiatives). Corporate identification on the street banners will be rotated equally amongst the Official City Partners as part of an annual City beautification program. Each City Partner will have a choice of fifty (50), one-hundred (100) or two-hundred (200) street banners per year located throughout all of the nine (9) City Districts.
  
- **Beautification Program**
  - Charter Communications will receive company and product image integration into the advertising/beautification program on one (1) City building side, property or highway location to be mutually agreed upon between Charter Communications and the City of Long Beach.
    - The style and application of the Charter Communications advertising/beautification program TBD.

### **City Media**

- **Television**
  - Charter Communications will receive advertising on Long Beach Television 8 (LBTv8), which is the City's government access cable TV channel. LBTv8 is a public service to the residents of Long Beach and the wider Internet community, providing streaming video of LBTv8 – free of charge 24 hours a day, 7 days a week. Placement on LBTv8 is to be reviewed by City Attorney to ensure compliance with all applicable state and federal statutes and policies.
    - Educational Programming
      - Charter Communications will have the ability to provide educational content that will be rotated into existing programming and be provided a minimum of fifty-two (52) weekly shows annually (details of the shows to be mutually agreed upon).
    - Community Programming Sponsorship
      - Charter Communications will receive "Presenting Sponsorship" of a minimum of two (2) quarterly programming elements annually. e.g. Closed Captioning made possible by Charter Communications.
    - Infomercials
      - Charter Communications will receive a minimum of two hundred-fifty (250) 3:00- 5:00 minute infomercials annually.  
\*Note: A portion of each infomercial needs to communicate partnership with City of Long Beach.
  
- **Print Media**
  - Charter Communications will receive advertising in numerous City of Long Beach publications, including:
    - Ex. Parks, Recreation, and Marine Department Program Guide.
      - Full page ad
      - Published quarterly
      - Distributed to approximately 190,000 households
  - Ad placement, sizing and color application based on publication guidelines



- **Internet**

- The City of Long Beach official website [www.ci.long-beach.ca.us](http://www.ci.long-beach.ca.us) averages over 171,000 unique visitors monthly with average user sessions exceeding seven (7) minutes. With approximately 1.9 million hits per month the City's website has become a destination for interested local residents and tourists
  - The City of Long Beach will create a location on the website for Video On Demand (VOD) opportunities that will provide the option to view educational seminars (i.e. the programs Charter shows on "Cable in the Classrooms", how parents can protect their children while they are on the internet, etc.) at their leisure.
  - Charter Communications will receive a combination of fixed and rotating banner advertising placements on the City of Long Beach official website.
  - Charter Communications will receive active links to its homepage.
  - Charter Communications will receive news and editorial placement featuring Charter Communications community programming with the City of Long Beach.

### **City Partner Recognition Program**

Charter Communications will be branded with additional elite corporate partners as an Official City Partner: a group recognition and limited, exclusive, and unique opportunity for forward thinking companies to develop a working partnership with the City of Long Beach. The recognition platform includes City landmarks, television, print, and internet media, as well as collateral materials and City signage as listed below.

- **Landmarks**

- City Partners will receive corporate identification on a minimum of ten (10) iconic landmarks throughout the City in highly trafficked areas such as freeway entrances, exits, and high traffic destinations such as beaches, parks, libraries, and community meeting points.

- **Television**

- City Partners will receive corporate identification and on-air mentions outlining the City Partner program and recognizing each City Partner. City Partners will be included in a minimum of one-thousand (1,000):30 and/or:60-second television features annually on LBTV 8. (Details of media schedule to be mutually agreed upon.)

- **Print Media**

- Long Beach Press Telegram Recognition
  - City Partners will receive recognition annually in the Long Beach Press-Telegram special spotlight advertisement celebrating the City of Long Beach and its partners.
- Parks, Recreation, and Marine Program Guide
  - City Partners will receive recognition in each Program Guide. Minimum distribution is approximately 190,000 four (4) times annually.
- The Wave
  - City Partners will receive recognition in selected newsletters. Publication is distributed monthly with Long Beach City residential Utility Bills. Minimum distribution is approximately 179,000.

- Economic Development Advertisement
  - City Partners will receive recognition in various publications advertising promoting the City of Long Beach in regional and national publications.
- Department of Transportation Informational Materials
  - City Partners will receive recognition on various DOT materials such as maps, schedules, routes and other information. (Note: Pending DOT approval)
- **Internet**
  - City Partners will receive corporate recognition and company link on City of Long Beach website -- [www.ci.long-beach.ca.us](http://www.ci.long-beach.ca.us)
- **Collateral Materials**
  - City Partners will receive corporate identification and/or acknowledgement in appropriate City produced collateral material distributed for Long Beach promotional purposes, including but not limited to:
    - Department of Economic Development
    - Department of Parks, Recreation and Marine
    - Convention and Visitors Bureau
    - City sponsored events
- **City Signage**
  - City Partners will receive corporate identification as part of the recognition program located on one City Hall building side. (Note: Subject to final City approval)
  - City Partners will receive corporate recognition inside a minimum of ten (10) highly trafficked City offices, which could include but are not limited to the following:
    - Public Safety Building
    - City Hall
    - Economic Development Bureau
    - Community Development Police Centers
    - Community Development Neighborhood Resource Centers
    - California Recreation Center
    - Parks, Recreation, and Marine Administration Building
  - City Partners will receive corporate recognition at a minimum of ten (10) annual City sponsored programs, such as press conferences and other media events.

### **Partner Promotional Platform**

#### ***City of Long Beach City Employee Access***

To increase customer base, brand awareness, and in order show their community commitment, Charter Communications will receive access to City of Long Beach database of employees. Special seminars and promotions will be made available to City employees and their families. Database of City employees would include, but are not limited to the following:

- City email address
- Flyers
- Intranet advertising/promotions
- Paycheck inserts

### ***Charter Communications Green Days***

In an effort to combine the goals of the City of Long Beach and Charter Communications to be environmentally friendly, Charter Communications can choose to be the Title Sponsor three (3) of the below environmental friendly activities:

- Beach and park clean ups
- Earth Day events
- Tree planting events
- Adopt-a-park and adopt-a-beach program
- Environmental education and awareness programs

### **Hospitality, Tickets, & Entertainment**

Charter Communications will receive a reasonable allocation of VIP access and / or tickets to City owned or sponsored events as requested, including but not limited to the following:

- Long Beach Grand Prix
- AVP Tour
- Long Beach Aquarium
- Performing Arts Center, Long Beach Arena, and Long Beach Convention Center events
- Bob Marley Reggae festival
- Long Beach Jazz Festival
- Long Beach Armada games/Golden League events

### **Investment**

- Term: Five (5) years commencing January 1, 2009
- Cash Investment (net):
  - 2009: \$175,000
  - 2010: \$180,250\*
  - 2011: \$185,658
  - 2012: \$191,227
  - 2013: \$196,964
- Above annual increases are based upon a 3% escalator
- The City of Long Beach and Charter Communications will mutually agree upon an annual cash payment schedule.

### ***Creation and Subsequent Replacement of Signage***

- Charter Communications will be responsible for the cost of creation and installation dedicated Charter Communications signage (i.e.- non Sponsor recognition signage as necessary) affiliated with the City of Long Beach as part of the City Partner recognition program, as indicated above.
- If Charter Communications requests design or signage modification, costs for replacement of any signage after initial installation is finalized will also be the responsibility of Charter Communications.
- The City of Long Beach agrees to provide or pay for as necessary regular service and maintenance to all signage. All Charter Communications signs will be maintained to have a clean appearance.
- City of Long Beach will make reasonable efforts to protect the sponsor's signage rights for all events. However sponsor understands that the City may host other events, and reserves the right to cover or otherwise de-emphasize its signage at its cost for selected events.