



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

January 20, 2022

CHRISTOPHER J. GARNER, General Manager

Subject

Invitation for a Board sponsorship of the 2022 Urban Water Institute Spring Conference to be held on February 16-18, 2022 in Palm Spring, California.

Executive Summary

The Urban Water Institute works to provide non-partisan information of timely and pertinent interest to the water resource industry, including public agencies and private firms, with particular emphasis on water economics, management and resource policies as they affect customers, and the general economy.

The Long Beach Water Department has been asked to provide a sponsorship for this event. Benefits to the agency depend on the level of sponsorship the Board might choose. All sponsorship opportunities include the following benefits:

- Company logo will be 1) included on conference program agenda, 2) projected on the conference presentation screens, 3) displayed in the registration area, and 4) uploaded onto the Urban Water Institute website
- Customized company poster will be displayed during the event

The Board sponsored this event in 2017 and 2019 in the amount of \$1,500 each year.

Recommendation

Determine that an invitation to sponsor the 2022 Urban Water Institute Spring Conference to be held on February 16-18, 2022 complies with Board Policy Statement 1998-31 and, if the Board so desires, approve a sponsorship in the amount chosen by the Board (range of sponsorship is \$1,000 to \$5,000).

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?

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 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 Ashley Blodgett

Digitally signed by Ashley Blodgett
DN: cn=Ashley Blodgett, o=UWI, ou,
email=ashley@stacy-davis.com, c=US
Date: 2021.12.23 09:52:43 -08'00'

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.



**2022 Spring Water Conference
February 16-18 – Hilton Palm Springs Hotel**

PREMIUM SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR: \$5,000

- Company logo listed in all promotional materials
- Company logo on cover of program
- Company logo projected on presentation screens
- Company logo displayed during all conference events
- Company logo displayed in registration area
- Priority position for 1 exhibit booth table
- 2 conference registrations

GOLD SPONSOR: \$4,000

- Company logo listed in promotional materials
- Company logo on cover of program
- Company logo projected on presentation screens
- Company logo displayed during all conference events
- Company logo displayed in registration area
- 2 conference registrations

SILVER SPONSOR: \$3,000

- Company logo listed in promotional materials
- Company logo on cover of program
- Company logo projected on presentation screens
- Company logo displayed during all conference events
- Company logo displayed in registration area
- 1 conference registration



ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Networking Break Sponsor – February 16th \$1,500
- Welcome Reception Sponsor – February 16th \$2,500
- ~~Continental Breakfast Sponsor – February 17th \$1,500~~ SECURED
- Morning Networking Break Sponsor – February 17th \$1,500
- ~~Luncheon Sponsor – February 17th \$2,000~~ SECURED
- ~~Afternoon Networking Break Sponsor – February 17th \$1,500~~ SECURED
- Chairman's Reception Sponsor – February 17th \$2,500
- Buffet Breakfast Sponsor – February 18st \$1,500
- Poster Signs for Conference Sponsor \$1,000
- Audio Visual Sponsor \$1,500
- Virtual Zoom Sponsor \$1,500
- Program Printing Sponsor \$1,500
- Marketing Sponsor \$2,000
- Social Media Sponsor \$1,000
- WIFI Sponsor \$2,500
- ~~Lanyard Sponsor \$1,000~~ SECURED
- ~~Folder Sponsor \$1,250~~ SECURED
- Speaker Gift Sponsor \$1,500

ALL SPONSORSHIP OPPORTUNITIES INCLUDE THE FOLLOWING BENEFITS

- Company logo will be included in conference program agenda
- Company logo will be projected on our presentation screens
- Customized company poster will be displayed during the sponsored event
- Company logo will be displayed in the registration area
- Company logo will appear on the Urban Water Institute website

To sponsor the Urban Water Institute conference, please see the attached registration form or contact the Urban Water Institute at (949) 679-9676 or stacy@urbanwater.com



**URBAN WATER INSTITUTE ANNUAL WATER CONFERENCE
FEBRUARY 16-18, 2022 – HILTON PALM SPRINGS HOTEL**

SPONSORSHIP REGISTRATION FORM

Contact Name: _____ **Title:** _____

Organization: _____

Address: _____

Phone: _____

Email: _____

Premium Sponsorships Available

- ☐ Platinum Sponsorship - \$5,000
- ☐ Gold Sponsorship - \$4,000
- ☐ Silver Sponsorship - \$3,000

Single Sponsorships Available

- ☐ Networking Break Sponsor: February 16th - \$1,500
- ☐ Welcome Reception Sponsor: February 16th - \$2,500
- ☐ ~~Continental Breakfast Sponsor: February 17th - \$1,500~~ **SECURED**
- ☐ Morning Networking Break Sponsor: February 17th - \$1,500
- ☐ ~~Luncheon Sponsor: February 17th - \$2,000~~ **SECURED**
- ☐ ~~Afternoon Networking Break Sponsor: February 17th - \$1,500~~ **SECURED**
- ☐ Chairman's Reception Sponsor: February 17th - \$2,500
- ☐ Buffet Breakfast Sponsor: February 18st - \$1,500
- ☐ Poster Signs for Conference Sponsor: \$1,000
- ☐ Audio Visual Sponsor \$1,500
- ☐ Virtual Zoom Sponsor \$1,500
- ☐ Program Printing Sponsor: \$1,500
- ☐ Marketing Sponsor - \$2,000
- ☐ Social Media Sponsor- \$1,000
- ☐ WIFI Sponsor: \$2,500
- ☐ ~~Lanyard Sponsor: \$1,000~~ **SECURED**
- ☐ ~~Folder Sponsor: \$1,250~~ **SECURED**
- ☐ Speaker Gift Sponsor: \$1,500

- ☐ **Pay By Mail:** Please make checks payable to Urban Water Institute & mail to:
Urban Water Institute: 24651 Evereve Circle, Suite 1 • Lake Forest, CA 92630

- ☐ **Pay By Credit Card:** ☐ Visa ☐ Mastercard ☐ American Express

Please Fax This Form To: (949) 305-9919 or email to stacy@urbanwater.com

Name on Card: _____ **Card Number:** _____

Signature: _____ **Expiration Date:** _____ **Security Code:** _____

Billing Address: _____

For more information, contact the Urban Water Institute at (949) 679-9676 or stacy@urbanwater.com



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