



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

May 12, 2022

CHRISTOPHER J. GARNER, General Manager

Subject

Invitation for a Board sponsorship of the 2022 Long Beach Juneteenth Celebration to be held on June 18, 2022 in Long Beach, California.

Executive Summary

Partners of Parks is hosting the 2022 Long Beach Juneteenth Celebration to provide joy and dignity for Black people and those who love Black culture. The event will also provide education on the Juneteenth holiday giving greater awareness and importance to celebrating the American experience.

Partners of Parks is seeking a sponsorship in the amount of \$25,000 (Trailblazer level) which includes the following:

- Sponsorship recognition at live event
- Full page advertisement on screen for virtual event (optional 60-second video)
- Continuous company logo watermark on screen for virtual event
- Name on banner throughout live event (top positioning)
- Recognition in all event promotion, websites, and social media
- Recognition and remarks on stage at live event (optional video message)
- 10 x 10 tent to promote LBWD's mission and conservation efforts
- 100 reserved tickets for guests

Sponsorship levels range from \$1,000 to \$25,000. The Long Beach Water Department has not previously sponsored this event.

Recommendation

Determine that an invitation to sponsor the 2022 Long Beach Juneteenth Celebration 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): April 20, 2022 Mail ☐ Electronic ☐

PROGRAM/EVENT INFORMATION

Event Date: June 18, 2022 Event Time: 10:30AM-7:00PM

Location: _____

Title of Program/Event: _____

Please attach previous or current promotional and sponsorship materials to this application.

APPLICANT ORGANIZATION

Name of Organization: _____

Mailing Address: 2760 N Studebaker Rd
Long Beach, CA, 90812-2697

Phone: _____ Federal/Tax ID: 33-0104238

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: Carl A. Kemp Title: Producer

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?

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



Date

April 20, 2022

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

Additional inquiries or information needed? Please call (562) 570-2300.



April 13, 2022

Dear Mr. Garner,

Thank you for your interest in sponsoring the 2022 Long Beach Juneteenth Celebration. Last year's event was held on Historic Pine Avenue, right after pandemic restrictions, on the first official celebration of the national holiday, and with over 3000 people it was a smashing success! This year's event will be even better and we would love to include you as part of the Juneteenth family.

This year's event will be held on Saturday, June 18, 2022, from 11:00AM-7:00PM at the iconic Rainbow Lagoon Park (400 E. Shoreline Dr.). This legendary venue will allow us to upgrade every aspect of the event, from the size of the stage to the number of vendors and activities we can offer the community. We are in the process of booking a major headliner that will move the crowd, guarantee major media coverage, and get us to our goal of 10,000 guests.

The Long Beach Juneteenth Celebration aims to achieve the following goals:

- Provide a feeling of joy and dignity for Black people and people who love Black culture.
- Educate people about and celebrate the Juneteenth holiday, giving us all a greater awareness of how central it is to celebrating OUR collective American experience.
- Establish the City of Long Beach as the premier destination in Southern California to celebrate this important holiday, and bring thousands of people here to celebrate in the same way that Long Beach Pride, the Long Beach Marathon and the Long Beach Grand Prix do.

We are so grateful for the Long Beach Water Department's important work in the Long Beach community. We have attached our sponsorship level sheet, should you wish to consider sponsoring the festivities this year. I believe the Long Beach Juneteenth Celebration aligns well with your important work in diversity, equity and inclusion and hope to see you at the event!

Thank you for your consideration in sponsoring the Long Beach Juneteenth Celebration. We look forward to hearing from you soon. Please feel free to contact me should you have any questions going forward.

Appreciatively,

Carl A. Kemp
Producer
(562) 277-4639



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

THE LONG BEACH JUNETEENTH CELEBRATION

SPONSORSHIP OPPORTUNITIES

TRAILBLAZER \$25,000

Sponsorship recognition at live event
Full page advertisement on screen for virtual event (60-second video optional)
Continuous company logo watermark on-screen for virtual event
Name on banners throughout live event (top positioning)
Recognition in all event promotion, website, and social media
Recognition and remarks on stage at live event (optional video message)
Listed as "Trailblazer Sponsor" with a 10 X 10 tent, 1 table and 2 chairs
100 reserved tickets for guests

JUBILEE \$15,000

Sponsorship recognition at live event
Full page advertisement on screen for virtual event (30-second video optional)
Name on banners throughout live event (second tier positioning)
Listed as "Jubilee Sponsor" with a 10 X 10 tent, 1 table and 2 chairs
75 reserved tickets for special guests

SPIRIT OF JUNETEENTH \$10,000

Sponsorship recognition at live event
Half page advertisement on screen for virtual event (15-second video optional)
Name on banner at live event (third tier)
Listed as "Spirit of Juneteenth Sponsor"
50 reserved tickets for special guests

ALLY \$5,000

Sponsorship recognition at live event
Name on banner at live event (fourth tier)
Listed as "Ally Sponsor"
25 reserved tickets for special guests

FRIEND \$1,000

Name on banner at live event (fifth tier)
Listed as "Friend"
15 reserved tickets for special guests