



Long Beach Water

Exceptional Water • Exceptional Service

1800 E. Wardlow Road, Long Beach, CA 90807-4931
562.570.2300 | lbwater.org

Board of Water Commissioners

August 4, 2022

CHRISTOPHER J. GARNER, General Manager

Subject

Invitation for a Board sponsorship of the 11th Annual Uptown Jazz Festival to be held on August 27, 2022 in Long Beach, California.

Executive Summary

The Uptown Jazz Festival is a signature summertime event in Long Beach where families, neighbors, and friends gather to enjoy great music, good food, vendor and community booths, Kids' Zone, and more.

The Office of Vice Mayor Rex Richardson is seeking a sponsorship in the amount of \$2,500 (Partner Sponsor) which includes the following:

- 6 wristbands
- Featured sponsor in press release, website, stage banner, and social media

The range of sponsorship is \$1,000 to \$20,000. The Board sponsored this event in 2019 in the amount of \$1,000.

Recommendation

Determine if the sponsorship request complies with Board Policy Statement 1998-31 and, if the Board so desires, approve a sponsorship in the amount chosen by the Board.

Fiscal Impact: Funds for Long Beach-related community activities have not been budgeted in the Fiscal Year 2022 Budget; however, it is expected that these costs can be absorbed within the Water Fund using projected savings within the Fund.

Christopher J. Garner
General Manager

Attachment



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?

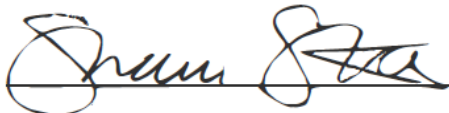
2. Contributing to a sustainable Long Beach by promoting conservations?

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

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

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



BOARD OF WATER COMMISSIONERS

Policy Statement 1998-31

EXPENDITURE OF WATER DEPARTMENT FUNDS FOR BOARD APPROVED LONG BEACH RELATED COMMUNITY AND CIVIC ACTIVITIES

The source of the Water Department's revenues come predominantly from our customers' monthly payments for water and sewer services. The Board of Water Commissioners has a fiduciary responsibility to see that this money is spent to support the primary mission of the Department - providing the highest quality of water and sewer services to Long Beach residents and businesses.

Consistent with that mission, it is important for the Water Department to be an integral part of our Long Beach community. This includes educating and engaging Long Beach residents by supporting and participating in various activities and events of civic and non-profit organizations within our community and region.

Consistent with these goals, the Board of Water Commissioners has instituted the following guidelines for sponsoring and participating in community events:

- A. For events or activities that provide a clear educational component focused largely on water or sewer services, including water conservation, or provides the Water Department with an observable presence within the water or sewer industry, or involve a broad-based civic involvement, the Board will consider financial sponsorships of \$1,000 or more, as deemed appropriate.
- B. For events that do not have a primary focus on water/sewer issues but do provide the Water Department with an observable presence within the community, a financial contribution of \$1,000 or less will be considered by the Board. This contribution can include the purchase of individual event tickets and/or table participation and/or visible branding opportunities such as program advertisements. Consideration of more significant financial support will be given in those cases in which the Water Department partners with another City department(s).
- C. Beyond the level of focus the activity may or may not have on water/sewer services, the Board will also take into consideration other factors such as: a) past financial contributions from the Water Department, b) other financial support that may already be provided from the City of Long Beach, c) the make-up of the audience participating in the event in terms of size and free public access as compared with a limited, paying audience, and d) non-profit designation as compared with for-profit entity.

ADOPTED: September 24, 1998
AMENDED: August 26, 1999
AMENDED: May 24, 2001
AMENDED: April 17, 2003
AMENDED: March 18, 2004
AMENDED: November 17, 2016
AMENDED: August 22, 2019



11TH ANNUAL UPTOWN JAZZ FESTIVAL

SPONSORSHIP OPPORTUNITIES

VICE MAYOR

REX

RICHARDSON

HISTORY

THE UPTOWN JAZZ FESTIVAL

is a free community concert that features a taste of jazz sounds for all ages to enjoy. The festival includes live performances, a DJ, beer garden, amazing food, numerous vendor booths, and a kids' zone. The event continues to unite the North Long Beach community, in addition to attracting annual attendees outside and across the city.

VICE MAYOR

REX

RICHARDSON

PAST ARTISTS

D W 3

GOAPELE

BROWNSUEDE

OHIO PLAYERS

BOXCAR 7

OZOMATLI

TITO
PUENTE JR.

SUSIE HANSEN
LATIN BAND

PONCHO
SANCHEZ

CON FUNK SHUN

BISCUITS &
GRAVY

ELAINE GIBBS
& NU SOUL

J. BOYKIN

VICE MAYOR
REX
RICHARDSON

EVENT OVERVIEW

**11 YEARS IN
PRODUCTION**
LONG BEACH, CA



**8,000+ FESTIVAL
ATTENDEES EACH YEAR**



5+ ARTISTS EACH YEAR

VICE MAYOR
REX
RICHARDSON

SPONSORSHIP OPPORTUNITIES

UPTOWN PLATINUM PACKAGE: \$20,000

- 25 wristbands
- VIP section with premium stage viewing
- Headline sponsor in press release, website, social media, and any radio advertisement
- Prime spot on stage banner
- Brief stage time during the festival with Vice Mayor Rex Richardson

PARTNER: \$2,500

- 6 wristbands
- Featured sponsor in press release, website, stage banner and social media

UPTOWN GOLD PACKAGE: \$15,000

- 15 wristbands
- VIP section with premium stage viewing
- Headline sponsor in press release, website, social media, and any radio advertisement
- Prime spot on stage banner

PARTNER: \$1,000

- 3 wristbands
- Featured sponsor in press release, website, and social media

UPTOWN SILVER PACKAGE: \$10,000

- 10 wristbands
- VIP section with premium stage viewing
- Featured sponsor in press release, website, social media, and any radio advertisement
- Spot on stage banner

PAST SPONSORS



Port of
LONG BEACH
The Green Port



SCAG



FRONTIER
REAL ESTATE INVESTMENTS

LiUNA!
Feel the Power

RMD
GROUP



Councilmember
ROBERTO URANGA
Long Beach, Seventh District

UFCW 324
A VOICE FOR WORKING CALIFORNIA

VICE MAYOR
REX
RICHARDSON

A group of people are dancing at an outdoor event. In the foreground, a woman in a white tank top and black leggings is dancing. To her right, a woman in a grey tank top and patterned shorts is also dancing. Further right, a woman in a colorful patterned tank top and black shorts is dancing. In the background, many other people are dancing and socializing. The event is taking place on a wooden deck with a large tree in the background.

VICE MAYOR

REX

RICHARDSON

FOR MORE INFORMATION, CONTACT:
SHAWNA STEVENS, CHIEF OF STAFF
OFFICE OF VICE MAYOR RICHARDSON

562-570-6137 | SHAWNA.STEVENS@LONGBEACH.GOV