



# 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

September 1, 2022

CHRISTOPHER J. GARNER, General Manager

### Subject

Invitation for a Board sponsorship of the Rancho Los Cerritos 2022 Gala: Sharing Stories of Home to be held on September 24, 2022 in Long Beach, California.

### Executive Summary

The Rancho Los Cerritos 2022 Gala will raise funds to allow for preservation of the historic adobe and gardens, as well as its innovative water re-capture and re-use project. The water project will be the basis for new programs at the Rancho, educating and advocating for conservation of water while reinforcing the Rancho's community ties and opening doors to the next generation of students and visitors.

The Rancho Los Cerritos Foundation is seeking a sponsorship in the amount of \$5,000 (Gold Sponsor) which includes the following:

- 6 tickets to the event
- Recognition Press Release
- Company logo on digital invitation, event signage, program, newsletters, and social media postings

The range of sponsorship is \$2,000 to \$15,000. The Board sponsored this event in the amount of \$2,500 in 2019.

### 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): August 10, 2022 Mail ☐ Electronic ☒

### PROGRAM/EVENT INFORMATION

Event Date: September 24, 2022 Event Time: 5:00 pm – 9:00 pm

Location: 4600 N. Virginia Road Long Beach, CA 90807

Title of Program/Event: Rancho Los Cerritos 2022 Gala: Sharing Stories of Home

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

### APPLICANT ORGANIZATION

Name of Organization: Rancho Los Cerritos Foundation

Mailing Address: 4600 N. Virginia Road, Long Beach, CA 90807

Phone: 562-206-2040 Federal/Tax ID: 33-0618231

Check One: ☒ Not-for-Profit Organization

☐ Government Agency

☐ Public Organization

☐ Sole Proprietor: Owner's Full Name: City of Long Beach

Address: 4600 N. Virginia Road

Long Beach, CA 90807

Tax EIN/SSN: 33-0618231

#### Representative of Applicant Organization

Name: Alison Bruesehoff Title: Executive Director

Email: alisonb@rancholoscerritos.org Cell: (626) 241-6148

## PROGRAM INFORMATION

*Please answer the following questions.*

### 1. Target market for the program/event?

Rancho Los Cerritos will celebrate our Latinx and Mexican heritage on September 24, 2022, at the Rancho Los Cerritos 2022 Gala: Sharing Stories of Home by honoring three community leaders and connecting guests to our newest exhibition, Roots in California: Concepts of Home (Raíces en California: Conceptos de Hogar). In addition, we will also be highlighting important partnerships between Metropolitan Water District, Long Beach Water Department, Port of Long Beach and Rivers and Mountains Conservancy. These partnerships between a historic site, Long Beach's first home is important to the community and the movement to address water conservation efforts in California.

The gala event will bring together up to 300 guests, including our exhibit and education partners, business and community leaders, and esteemed donors to celebrate and support Rancho Los Cerritos. Because of your commitment to the community, we would be honored to recognize the Long Beach Water Department as the Gold Sponsor (\$5,000) for our Rancho Los Cerritos Gala event. Guests will enjoy a fun evening of special access to the Roots in California: Concepts of Home exhibit, dine in the historic garden, sip cocktails, and experience auctions and live music while gaining a retrospective history of the Rancho Los Cerritos and Southern California.

The 300 Rancho Los Cerritos Gala event attendees will experience a deeper understanding and stronger connection to the Rancho's mission and core work by attending this event and are more likely to continue to support the Rancho in the future.

Additionally, support raised at the Rancho Los Cerritos Gala supports the more than 40,000 digital and in-person annual visitors that explore Rancho Los Cerritos through our educational programming and experiences. This number includes public visitors to the adobe home and gardens, school children served through LBUSD and after-school care programs, and national and international visitors now served through our website and social media channels.

### 2. Purpose of program/event?

The event will also raise both necessary funds to support the Rancho's mission and increase visibility of Rancho's new approach to sharing our diverse history. Showcasing the Roots in California: Concepts of Home exhibit is critical to our long-term viability because it places the Rancho's historical spotlight on Latinx people. Roots in California marks a broadening of how we relate the importance of the Rancho site to the development of the Long Beach area. In the past, the focus of Rancho Los Cerritos had been largely centered on the site's landowners. While the experiences of Mexican and Mexican American people do not always reflect the experiences of other people with roots in Latin America, there are certainly enough parallels in this particular story to generate long-term interest from people in other Latinx groups.

Becoming a Sponsor at Rancho Los Cerritos provides you the unique opportunity to connect with the community in a new way and show your support for the important work Rancho Los Cerritos is doing for our community. Our mission is to honor diverse perspectives, enrich collaborative conversations, and inspire broader understanding through stewardship of Rancho Los Cerritos' natural and cultural history. Our vision is to cultivate an inclusive and sustainable world by exploring the historic connections between people and Rancho Los Cerritos. Our core work is accomplished through a broad spectrum of educational programs, exhibits, and cultural events.

Your sponsorship will help to offset general operating costs and enable the Rancho to continue to offer virtual and in-person educational programs, tours, and experiences to more than 40,000 digital and in-person annual visitors and ensure the Rancho remains free and fully accessible to the public.

### 3. Sponsorship request?

Rancho Los Cerritos is requesting Long Beach Water Department to Sponsor the Rancho Los Cerritos 2022 Gala: Sharing Stories of Home at the \$5,000 level. This Sponsorship will include:

- Six tickets to the event
- Recognition Press Release
- Your name or company logo prominently featured on event collateral including: digital invitation, event signage, program, newsletters and social media postings on each of our platforms (Facebook, Twitter, and Instagram)

**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?**

Your sponsorship will also help to support the Rancho's expansion into creating innovative environmental curriculum for LBUSD students, with a focus on the most pressing issues of our time: climate change, environmental justice and our most precious resource - water. Rancho Los Cerritos historical gardens and new water re-capture and re-use project will provide a beautiful and accessible place to teach environmental education which promotes critical and creative thinking skills and inspires kids to become more engaged with their communities. It helps students to understand and advocate for why the natural environment is important while providing them with the building blocks they need to live eco-friendly and sustainable lives. New environmentally focused exhibits and tours are also being developed for the thousands of visitors who come to enjoy and experience the Rancho each year.

**2. Contributing to a sustainable Long Beach by promoting conservation?**

To increase our sustainable practices the Rancho is embarking on an innovative on-site water re-capture and re-use capital project called "Looking Back to Advance Forward." This project will capture and retain nearly 95% of rainwater on the Rancho property, preventing runoff that drives litter, chemicals, and pollution into storm drains that lead to our ocean. This project will be the basis of the creation of educational curriculum, programs and tours to address the important issues like climate change, environmental justice and water conservation. We aspire for this project to become a national model for other historic sites and gardens to follow.

Stormwater improvements will control runoff volume and timing, but also provide valued ecosystem services, such as improved water quality, groundwater replenishment, and supports diverse plant communities and habitats within the Rancho. The project creates a new habitat for plants and animals by allowing excess runoff to flow down the Rancho's arroyo to a natural basin, creating a vernal pond/ephemeral pool for new and existing flora and fauna to thrive.

In addition to implement sustainable practices, Rancho Los Cerritos earned its California Green Business Certification in 2020. To keep this certification, every 3 years we are audited by the Long Beach Office of Sustainability California Green Business representative to see that we are following a minimum of 56 measures over 7 different categories; Energy, Pollution Prevention, Solid Waste, Transportation, Waste Water, Water, and Community.

The Rancho also signed on as 1 of 87 cultural institutions to the "We Are Still In" climate statement to share a commitment in elevating the attention and resources directed towards building climate resilience and enhancing the economic and environmental sustainability.

**3. Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?**

Rancho Los Cerritos is collaborating with several organizations from the Long Beach community to bring awareness on water-related issues, promote water education and conservation. Our main partners for the Rancho's water recapture project are the Port of Long Beach, Rivers and Mountains Conservancy, Metropolitan Water District and the Long Beach Water Department.

We will be collaborating with the Council for Watershed Health, Long Beach City College, California State University Long Beach, Long Beach Conservation Corps, City of Long Beach, Water Replenishment District, Long Beach Unified School District, and groups who support the Los Angeles River Project.

The Rancho will communicate with underrepresented communities in Long Beach through local media outlets, Long Beach Unified School District Board Members and teachers, a variety of civic and cultural organizations, and directly through the city's local community leaders. The Rancho's Marketing team will actively seek to publish multi-lingual articles, blog posts, and information about water conservation, climate change and environmental justice in both print and electronic media. Specifically, we will pursue the publication of articles about the exhibit in the Long Beach Post, the Long Beach Press-Telegram, the Grunion Gazette, and Long Beach Local News.

**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 Alison Bruesehoff Digitally signed by Alison Bruesehoff  
Date: 2022.08.10 17:12:31 -07'00'

Date 8/10/2022

Please email completed application to [Lisa.Squires@lbwater.org](mailto:Lisa.Squires@lbwater.org) or [Dynna.Long@lbwater.org](mailto: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

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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





# RANCHO LOS CERRITOS

# 2022 Gala

*Sharing Stories of Home*

Sponsorship Opportunities

*Honoring*

Gloria Cordero, Dig Deep, LBWD, MWD

Arts Council for Long Beach

The Metropolitan Water District of Southern California

Saturday, September 24, 2022



On September 24, 2022, Rancho Los Cerritos invites you to support our 2022 Gala Sharing Stories of Home. This special evening will bring together our community for a good meal with friends, a silent and live “auction” and a chance to explore the idea of home through our newest exhibit, Roots in California: Concepts of Home, and storytelling under the stars in the historic gardens of Long Beach’s first home.

The Rancho is excited to welcome you home as we honor the historical stories of family life at the Rancho site over centuries, from the time of the Tongva to the 1930s, and how those shared and diverse stories continue to reflect on what home means to us today, as well as the importance of water to home.

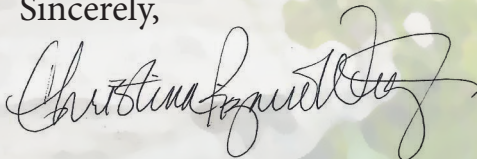
Because of your commitment to our community, we invite you to sponsor Rancho’s 2022 Gala – Sharing Stories of Home, honoring the stories of the diverse people who have shaped Long Beach and Southern California.

Join us in honoring Gloria Cordero, Arts Council for Long Beach and The Metropolitan Water District of Southern California as we share stories of home and its connection to our most precious resource, water.

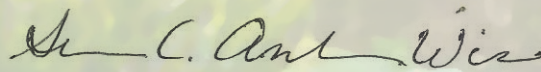
Your sponsorship will allow for preservation of the historic adobe and gardens, as well as our innovative water re-capture and re-use project. The water project will be the basis for new programs at the Rancho, educating and advocating for conservation of water while reinforcing the Rancho’s community ties and opening doors to the next generation of students and visitors.

We are grateful for your consideration and look forward to your reply. Should you have any questions, please contact Alison Bruesehoff, Executive Director for Rancho Los Cerritos at [alisonb@rancholoscerritos.org](mailto:alisonb@rancholoscerritos.org).

Sincerely,



Christina Pizarro Winting  
Gala Co-Chair



Susan Anderson Wise  
Gala Co-Chair



# RANCHO LOS CERRITOS

# 2022 GALA

## Sponsorship Opportunities & Tickets

Each year, we gather under the stars to bring friends, family and our community together to CELEBRATE the Rancho's mission and our work in sharing the legacy of Rancho Los Cerritos historic home and gardens with the many diverse communities we serve.

We invite you to join us for story telling under the stars, in the garden of Long Beach's first home, Rancho Los Cerritos

### Presenting Sponsor \$15,000

- Two premier tables for 16 guests
- Notable wines at your table
- Reserved parking for eight cars
- Recognition Press Release
- Your name or company logo prominently featured on event collateral including: digital invitation, event signage, program, newsletters and social media postings on each of our platforms (Facebook, Twitter, and Instagram)
- Recognition during Opening Remarks
- Recognition Ad in the Long Beach Business Journal

### Gold \$5,000

- 6 tickets
- Recognition Press Release
- Your name or company logo prominently featured on event collateral including: digital invitation, event signage, program, newsletters and social media postings on each of our platforms (Facebook, Twitter, and Instagram)

### Platinum \$10,000

- One premier table for 8 guests
- Reserved parking for four cars
- Recognition Press Release
- Your name or company logo prominently featured on event collateral including: digital invitation, event signage, program, newsletters and social media postings on each of our platforms (Facebook, Twitter, and Instagram)
- Recognition Ad in the Long Beach Business Journal

### Silver \$2,500

- 4 tickets
- Use of name or company logo on digital materials at the Gala
- Listed on our Gala donor digital display

### Table Sponsor \$2,000

- One premier table for 8 guests
- Use of name or company logo on press releases and recognition at Gala event

### Individual Ticket \$200 per person

*You will be contacted prior to the Gala regarding the names of your guests*



# RANCHO LOS CERRITOS 2022 GALA

## Underwriting Opportunities

### **Audio/Visual, Entertainment & Lighting \$10,000**

The Rancho Los Cerritos 2022 Gala provides an invaluable opportunity to share the work we do and highlight specific funding needs to our guests. By underwriting our Audio/Visual, Entertainment & Lighting needs, you will provide the videos, screen, projection system, sound, stunning use of lighting that will highlight the evening's entertainment and share the historical stories of home. At the close of the video, your name will be featured during the closing credits.

### **The Hosted Bar \$7,500**

Whether our guests order a signature cocktail or our wine and beer...one thing's for sure, we will all be grateful to you for providing the hosted bar and making this a night to remember for all the Rancho's guests. There will be a sign at each bar location highlighting your generous gift.

### **Host Special Guest Tables Descendants Table and Exhibitors Participants Tables**

Roots in California: Concepts of Home; preserves the powerful tradition of capturing oral histories through memories from past and present-day individuals. Past individuals like the Liera Family. Present-day individuals like our featured exhibit participants. Underwriting these tables allow the descendants of the families who lived and worked at the Rancho from the 1890's to the 1930's the opportunity to experience Rancho's 2022 Gala.

### **Descendant Family Table \$5,000**

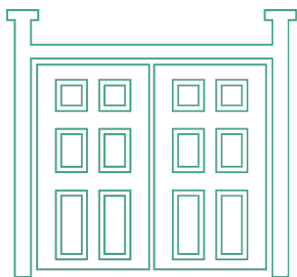
### **Exhibit Participants Table \$5,000**

### **Décor & Centerpieces \$2,500**

As an evening supporting our campaign to renovate the adobe and interpret the diverse history, it is so important that our guests are inspired to feel that history by featuring stories of the families who called the adobe home.

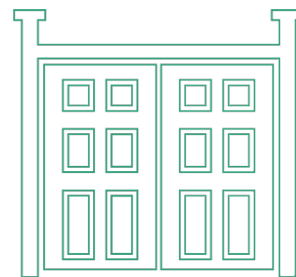
### **Silent Auction \$1,000**

The Silent Auction is one of our most important fundraising features for the evening and your generous gift will provide for the full set-up, signage, and all materials needed that will enable the Rancho to sustain its educational programming.



# RANCHO LOS CERRITOS

4600 Virginia Road, Long Beach, California 90807



## DONOR INFORMATION

(Please print as you wish to be acknowledged at the event)

CONTACT NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

## SPONSORSHIP and UNDERWRITING LEVEL(S)

\_\_\_ Presenting Sponsor \$15,000

\_\_\_ Platinum \$10,000

\_\_\_ Gold \$5,000

\_\_\_ Silver \$2,500

\_\_\_ Audio/Visual, Entertainment & Lighting \$10,000

\_\_\_ The Hosted Bar \$7,500

\_\_\_ Descendant Family Table \$5,000

\_\_\_ Exhibit Participants Table \$5,000

\_\_\_ Décor & Centerpieces \$2,500

\_\_\_ Silent Auction \$1,000

\_\_\_ Table Sponsors \$2,000

\_\_\_ Individual Ticket(s) \$200

## PAYMENT OPTIONS

CHECK: Please make payable to Rancho Los Cerritos Foundation

CREDIT CARD: \_\_\_ VISA \_\_\_ MASTERCARD \_\_\_ AMERICAN EXPRESS \_\_\_ DISCOVER

CARD NUMBER \_\_\_\_\_

EXP DATE \_\_\_\_\_ CVV \_\_\_\_\_ SIGNATURE \_\_\_\_\_



Rancho Los Cerritos is a non-profit 501©3 organization, Federal Tax ID 33-0618231.

You may also make gift in the form of stock or wire transfers.

For questions or more information, please contact Jan Shafer - (562)206-2042 or send an email to [jans@rancholoscerritos.org](mailto:jans@rancholoscerritos.org)