



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 15, 2022

CHRISTOPHER J. GARNER, General Manager

Subject

Invitation for a Board sponsorship of the Historical Society of Long Beach's 26th Annual Historical Cemetery Tour to be held on October 29, 2022 in Long Beach, California.

Executive Summary

The Annual Historical Cemetery Tour is a unique event that features costumed actors and historians telling stories of local families buried at Sunnyside and Municipal cemeteries. This one-of-a-kind living history celebration is attended by over 1,300 community members each year, of which 70% are Long Beach residents.

The Historical Society of Long Beach is seeking a sponsorship in the amount of \$2,500 (Monument Sponsor) which includes the following:

- 20 tickets
- Acknowledgment in the press release
- Full-page 8x10 black and white advertisement in program
- Table for community information

The range of sponsorship is \$350 to \$10,000. The Board sponsored this event in the amount of \$1,000 in 2016 and \$1,500 in 2017 and 2018.

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): 8/24/2022 Mail ☐ Electronic ☒

PROGRAM/EVENT INFORMATION

Event Date: Saturday, October 29th, 2022 Event Time: 9 am to 3 pm

Location: 1095 & 1151 E. Willow St, Long Beach CA 90806

Title of Program/Event: 2022 Historical Cemetery Tour

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

APPLICANT ORGANIZATION

Name of Organization: Historical Society of Long Beach

Mailing Address: 4260 Atlantic Ave, Long Beach CA 90807

Phone: 562/424-2220 Federal/Tax ID: 95-611591

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: Julie Bartolotto Title: Executive Director

Email: julieb@HSLB.org Cell: 562/716-3011

PROGRAM INFORMATION

Please answer the following questions.

1. Target market for the program/event?

The Historical Cemetery tour is attended by 1,300 community members 70% of attendees live in the City of Long Beach and are LBWD customers. When possible, we work themes of water conservation and history of LBWD and city agencies into scripts. The HSLB uses social media, email, and paid advertisements to reach area residents and encourage them to attend the event. 200 residents volunteer, or are sponsors, vendors, or performers at the event. The tour attracts regional media.

2. Purpose of program/event?

The Annual Historical Cemetery Tour is a unique event that features costumed actors and historians telling stories of local families buried at Sunnyside and Municipal cemeteries. The 2022 event will be held on Saturday, October 29th. It is a one-of-a-kind living history celebration that attracted nearly 1,500 people last year, engaging the support volunteers, multiple city agencies, small businesses, and community leaders. Every tour includes stories of Latino, African American, Japanese American, and white families. Research is conducted and scripts are written for seven local families.

3. Sponsorship request?

We respectfully request \$2500 as a Monument Sponsor. This sponsorship level includes a full-page 8x10, black and white advertisement in the program, 20 tickets, acknowledgement in the press release, and the opportunity for a table at event where LBWD can display conservation tips, give away promotional items, and or educate the community about LBWD's vision.

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?

The printed program for the event could feature a full-page spot featuring LBWD programs and mission. The program is provided to each guest, volunteer, and sponsor. Sponsors at higher levels have the opportunity to have a table at the event to interact with guests.

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

LBWD may utilize its space in the program to promote conservation, offer water-saving tips, or other programs. At higher sponsorship levels, LBWD has the opportunity to have a table at the event where you may interact with guests.

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

Other event sponsors may include the Metropolitan Water District, the Water Replenishment District, Union Pacific, the City of Long Beachs Energy Resources, and others. Support has been secured from the Port of Long Beach and Los Angeles County Supervisor Janice Hahn.

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

8/24/2022

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

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



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



Historical Society of Long Beach

4260 Atlantic Ave., Long Beach CA 90807 www.hslb.org 562.424.2220

26TH ANNUAL HISTORICAL CEMETERY TOUR Saturday, October 29, 2022 SPONSORSHIP OPPORTUNITIES

Do not miss this one of a kind event!

Show your support and represent your business.

On the last Saturday of October, HSLB hosts an exciting self-guided tour in two of the city's oldest cemeteries, Sunnyside and Municipal. This living history celebration attracts close to 1,500 people, and engages the support of city agencies, community and regional leaders, and more than 120 volunteers. The all-ages event features graveside performances by actors, musical performances, historical displays, and presentations, a *Dia de los Muertos ofrenda*, and more, in a unique, park-like setting. Proceeds benefit the HSLB, a nonprofit organization that collects, preserves, and presents local history.

Sponsor or Advertise Today: 562.424.2220 or outreach@hslb.org



Sponsor / Advertiser Information

Your name _____ Company name _____

Address _____

Phone number _____ Email address _____

ADVERTISING

Amount \$ _____ Program ad size: _____

SPONSORSHIP LEVEL

Amount \$ _____ Type _____

IN-KIND CONTRIBUTION

Refreshments, advertising, rentals, and other items are needed. Please contact us 562.424.2220.



Payment Method

☐ Check Or ☐ Charge my MasterCard or Visa

Exp date _____ Security Code _____

Ad & Payment Deadline: September 10th, 2022

Contact: 562.424.2220, Outreach@hslb.org

Mail payment to: 4260 Atlantic Ave, Long Beach CA 90807

Submit artwork to: programs@hslb.org.

Thank you for supporting the Historical Cemetery Tour!

Tax ID # 95-6111591

www.hslb.org

@HSLB.LB

@Historicalsocietyoflongbeach

CEMETERY TOUR OPPORTUNITIES FOR ALL BUDGETS

Black & white artwork unless otherwise stated, jpeg or pdf formats 300 dpi.

Artwork & Payment Deadline September 10, 2022

Event Program Advertising (no tickets)

Full page vertical (8" X 10"): **\$700**

Half page horizontal (8" X 5"): **\$400**

Quarter page vertical (4" X 5"): **\$200**

Business card horizontal (3.5" X 2"): **\$150**

Value-Enhanced Sponsorship Packages

To help you get the most exposure for your sponsorship investment, below are packaging options that include event tickets and deliver value to you and your business.

Funeral Guest Sponsor \$350

- Quarter page advertisement in program
- 5 tickets

Mourner Sponsor \$500

- Half page advertisement in program
- 10 tickets

Pall Bearer Sponsor \$1,000

- Full-page black and white advertisement in program
- 10 tickets
- Acknowledgment in press releases

Monument Sponsor \$2,500

- Full-page black and white advertisement in the program
- 20 tickets
- Acknowledgment in press releases
- Opportunity for table at event, confirmation required 9/1

Presenting Sponsor \$5,000

- Full-page black and white advertisement in the program
- 35 tickets
- Acknowledgment in press releases
- Acknowledgment in social media
- Opportunity for table at event, confirmation required 9/1

Exclusive Title Sponsor \$10,000

- Sponsor Signage at Tour Entry Points seen by all 1500 attendees and volunteers
- Exclusive "Title" Sponsorship with name and logo on cover of the printed program seen by attendees, volunteers, sponsors, and more
- Full page color advertisement on back cover of program seen by all attendees, volunteers, sponsors, and more. Back cover advertisements are visible in many photographs of the event as people carry their programs.
- 50 tickets to the event
- Acknowledgment in press materials sent to local and regional media
- Acknowledgment in some promotional ads placed in print and online sources
- Acknowledgment in social media seen by hundreds of thousands
- Name and logo on ticket sale page www.hslb.org viewed by all who seek information online about the event
- Opportunity for booth at event, confirmation required 9/1

Become a Sponsor Today! Call 562.424.2220 or Email outreach@HSLB.org

Tax ID 95-6111591



Historical Society of Long Beach
4260 Atlantic Ave., Long Beach, CA 90807 www.hslb.org

Full Page Ad

8" wide x 10" high

Ad only \$700

Quarter Page Ad

4" wide x 5" high

Ad only \$200

Half Page Ad

8" wide x 5" high

Ad only \$400

Business Card Ad

3.5" wide x 2" high

Ad only \$150

Artwork Specs:

Black & white • jpeg or pdf formats • 300 dpi

Email artwork to: programs@hslb.org



Historical Society
of
Long Beach

THE 26TH ANNUAL HISTORICAL CEMETERY TOUR

Saturday October 29th, 2022

9:00am - 3:00pm

**SUNNYSIDE &
MUNICIPAL CEMETERIES**

1095 & 1151 E. Willow St.

Long Beach, CA 90806

Tickets and Info at hslb.org

