



**WEST BASIN MUNICIPAL WATER DISTRICT**  
17140 S. Avalon Blvd., Suite 210  
Carson, CA 90746

**SEPTEMBER 17, 2010 – Finance Committee**  
Smith (Chair), Dear  
**SEPTEMBER 27, 2010 – Board Meeting**  
Prepared by: Charlene Jensen  
Submitted by: Charlene Jensen  
Approved by: Rich Nagel

INFORMATION CALENDAR

FISCAL YEAR 2010-11 EVENT SPONSORSHIPS

SUMMARY:

The Fiscal Year (FY) Budget 2010-11 includes \$40,000 for event sponsorships of which \$10,000 was identified for Joint Sponsorships and the remaining \$30,000 is divided equally among the five Divisions (\$6,000 per Division).

A list of FY 2010-11 sponsorship expenditures approved by the Board is included as Exhibit "A".

**Additional Requests for Sponsorships for FY 2010-11**

<u>Organization</u>	<u>Sponsorship Amount</u>	<u>Date</u>
Southern California Water Committee <ul style="list-style-type: none"> <li>Includes logo placement at event</li> <li>Table for 10</li> <li>½ page ad in event journal</li> <li>Verbal recognition at event</li> <li>Governor Schwarzenegger is the keynote speaker</li> </ul>	\$3,500	October 7
American Association of Blacks In Energy Conference	\$400 - \$39,000	October 6-8
South Bay Workforce Investment Board Alumni Awards	\$30-\$1,500	October 28
Moonlight on the Marsh	\$80 - \$5,000	October 29

Details of these events are included in Exhibit "B".

**Sponsorship Expenditures for FY 2009-10**

A list of FY 2009-10 sponsorship expenditures approved by the Board are included in Exhibit "C".

COMMITMENT STATEMENT:

Goal 3: Customer Service – West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve.

FISCAL IMPACTS:

The Board approved a \$40,000 budget for sponsorships for Fiscal Year 2010-11.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Finance Committee on September 17, 2010 and agendized to the September 27, 2010 Board meeting as an information item.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

- Exhibit "A" – FY 2010-11 Sponsorship Expenditures
- Exhibit "B" – FY 2010-11 Additional Sponsorship Requests
- Exhibit "C" – FY 2009-10 Sponsorships Expenditures