



AGENDA NO. 27

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

DECEMBER 10, 2010 – Finance Committee
Smith (Chair), Dear
DECEMBER 20, 2010– Board Meeting
Prepared by: Charlene Jensen
Submitted by: Charlene Jensen
Approved by: Rich Nagel

ACTION CALENDAR

FISCAL YEAR 2010-11 EVENT SPONSORSHIPS

SUMMARY:

Staff received the following sponsorship requests:

1. Water Replenishment District request to sponsor Groundwater Festival.
 - a. Date: March 12, 2011
 - b. Sponsorship levels are as follows:
 - i. \$5,000 Gold – logo on promotional items, printed materials including media PSAs and event banner, exhibit booth in prime location, four (4) VIP lunch invitations, recognition as major sponsor on stage.
 - ii. \$2,500 Silver - logo on promotional items, printed materials including media PSAs and event banner, exhibit booth, two (2) VIP lunch invitations, recognition as Silver sponsor.
 - iii. \$1,000 Bronze- logo on promotional items, printed materials and event banner, exhibit booth, one (1) VIP lunch invitations, recognition as Bronze sponsor.
 - iv. \$500 Pearl – name on t-shirt and banner, and exhibit booth.
2. South Bay Cities Council of Governments (SBCCOG) request to sponsor 12th General Assembly.
 - a. Date: February 25, 2011
 - b. Sponsorship levels are as follows:
 - i. \$7,000 Emerald Circle – 2 tables of 10, year-long recognition in SBCCOG publications, recognition on invitations, poster at event, press releases and program, logo on signage and event banner, web page visibility, and exhibit space.
 - ii. \$5,000 Patrons – 1 table of 10, visibility on web page, recognition on invitation, poster at event, press releases and program.
 - iii. \$2,500 Sponsor – exhibit space, recognition on invitations, program and poster at event.

Expenditures for Fiscal Year Sponsorships are included as Exhibit "A".

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

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:

Funds for event sponsorships have been included in the Fiscal Year 2010-11 Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Finance Committee on December 10, 2010 and agendized to the December 20, 2010 Board meeting for consideration.

RECOMMENDED MOTION:

That the Board considers sponsorships as outlined in this memorandum.

LIST OF EXHIBITS:

Exhibit "A" – FY 2010-11 Sponsorship Expenditures

Exhibit "B" – Water Replenishment District Groundwater Festival and South Bay Cities Council of Governments Events