



Agenda Item # _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Gill, Director of Parks and Recreation
Juanita Purner, Cultural Arts Manager

DATE: August 15, 2006

SUBJECT: Renewal of the Blu Moon, Inc. Marketing Plan for the Parks and Recreation Department in the Amount of \$36,000.

RECOMMENDATION:

Staff recommends that the City Council review and approve the renewal of the Blu Moon Marketing Plan and contract for 2006-07.

FISCAL IMPLICATION:

Blu Moon's Marketing plan is directed at increasing sponsorship partnerships that will provide additional revenue and cultivate partnerships with the Manhattan Beach business community. The fiscal impact to the general fund is \$36,000.

BACKGROUND:

The Blu Moon Group was chosen from the proposals received in response to an RFP and approved by City Council on June 21, 2005. A sub-committee was organized in response to the City Council's directive and the committee is composed of City Council members Nick Tell and Jim Aldinger and two commissioners, Sharon Greco, Cultural Arts Commission and Portia Cohen, Parks and Recreation Commission. The Committee worked closely with Blu Moon to review and approve the sponsorship packages submitted during this past year.

Staff and Blu Moon met several times to formulate a comprehensive list of department events and their appropriate expenses. Blu Moon began working in September to secure marketing partnerships that have generated approximately \$48,500 for the Parks and Recreation Department.

DISCUSSION:

Staff and the sub-committee is recommending approval of the contract renewal (Attachment "A").

Attachments:

"A" Blu Moon Group, Inc. Contract

"B" City of Manhattan Beach Marketing Partnership Plan – July 31, 2006

Agenda Item #: _____

“ATTACHMENT A”

AGREEMENT

THIS AGREEMENT is made this 1st day of July, 2006, by the CITY OF MANHATTAN BEACH, a municipal corporation, ("CITY"), Blu Moon, a California Partnership, ("CONTRACTOR").

RECITALS

The following recitals are a substantive part of this Agreement:

1. City is desirous of obtaining services necessary to provide the following services over a one year period:
2. CONTRACTOR is qualified by virtue of experience, training, education, and expertise to accomplish these services.

AGREEMENT

THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1. **Term of Agreement.** This Agreement shall terminate on June 30, 2007, unless earlier terminated as provided below.

1.1 Termination. CITY and CONTRACTOR shall have the right to terminate this Agreement, without cause, by giving thirty (30) days written notice. Upon receipt of a termination notice, CONTRACTOR shall:

- (1) promptly discontinue all services affected (unless the notice directs otherwise); and
- (2) promptly deliver all data, reports, estimates, summaries, and such other information and materials as may have been accumulated by CONTRACTOR in performing the Agreement to CITY, whether completed or in progress. CONTRACTOR shall be entitled to reasonable compensation for the services it performs up to the date of termination.

2. **Services to be Provided.** The CONTRACTOR will provide CITY with research and evaluation, engagement, creation of annual sponsorship deck for the City of Manhattan Beach, development of sponsor opportunities surrounding existing City events and collateral, development of new sponsorship opportunities, creation of top-level deliverable outline as detailed in CONTRACTORS proposal (Exhibit A).

3. **Compensation.** CONTRACTOR shall receive Three Thousand dollars (\$3,000) per month for a twelve month period, June 30, 2006 to June 30, 2007 (provided that neither party terminates this Agreement prior to the expiration of the term as provided above in which case CONTRACTOR shall be compensated through the month in which actual termination occurs). In addition CONTRACTOR shall receive fifteen per cent of all sponsorship dollars over the amount of Seventy-five thousand dollars (\$75,000) in any given fiscal year which it raises and which are actually received by CITY. This sum shall not include contributions from those sponsors currently under contract for City events with regard to renewals of their contributions for those specific events (but shall include any new contributions for other purposes). Each new sponsor shall require City approval. CONTRACTOR shall not be entitled to additional compensation for expenses, unless approved in advance by City Staff. These expenses shall be assessed only if utilized. (Exhibit A) provided, however that all expenses shall be reimbursed at a rate no greater than in the City's own expense reimbursement policy and that the total expenses reimbursed in a fiscal year shall not exceed the sum of Three Thousand dollars (\$3,000).

4. **Professional Standards.** CONTRACTOR shall maintain or exceed the level of competency presently maintained by other similar practitioners in the State of California, for professional and technical soundness, accuracy and adequacy of all work, advice, and materials furnished under this Agreement.

5. **Time of Performance.** CONTRACTOR shall complete all services required hereunder as and when directed by CITY. However, CITY in its sole discretion, may extend the time for performance of any service

6. **Employees and Subcontractors.** CONTRACTOR may, at CONTRACTOR'S sole cost and expense, employ such other person(s) as may, in the opinion of CONTRACTOR, be needed to comply with the terms of this Agreement, if such person(s) possess(es) the necessary qualifications to perform such services. If such person(s) is/are employed to perform a portion of the scope of work, the engagement of such person(s) shall be subject to the prior approval of the CITY.

7. **Insurance Requirements.**

7.1 **Commencement of Work.** CONTRACTOR shall not commence work under this Agreement until it has obtained CITY approved insurance. Before beginning work hereunder, during the entire period of this Agreement, for any extensions hereto, and for periods after the end of this Agreement as indicated below, CONTRACTOR must have and maintain in place, all of the insurance coverages required in this Section 7.

CONTRACTOR'S insurance shall comply with all items specified by this Agreement. Any subcontractors shall be subject to all of the requirements of this Section 7 and CONTRACTOR shall be responsible to obtain evidence of insurance from each subcontractor and provide it to CITY before the subcontractor commences work.

All insurance policies used to satisfy the requirements imposed hereunder shall be issued by insurers authorized to do business in the State of California. Insurers shall have a current A.M. Best's rating of not less than A-VII unless otherwise approved by CITY.

7.2 **Coverages, Limits and Policy Requirements.** CONTRACTOR shall maintain the types of coverages and limits indicated below:

(1) **COMMERCIAL GENERAL LIABILITY INSURANCE** - a policy for occurrence coverage, including all coverages provided by and to the extent afforded by Insurance Services Office Form CG 0001 ed. 11/88 or 11/85, with no special limitations affecting CITY. The limit for all coverages under this policy shall be no less than one million dollars (\$1,000,000.00) per occurrence. CITY, its employees, officials and agents, shall be added as additional insureds by endorsement to the policy. The insurer shall agree to provide the City with thirty (30) days prior written notice of any cancellation, non-renewal or material change in coverage. The policy shall contain no provision that would make this policy excess over, contributory with, or invalidated by the existence of any insurance, self-insurance or other risk financing program maintained by CITY. In the event the policy contains such an "other insurance" clause, the policy shall be modified by endorsement to show that it is primary for any claim arising out of the work performed under this Agreement. The City of Manhattan Beach Insurance Endorsement Form No. 1 (General Liability) must be executed by the applicable insurance underwriters.

(2) **COMMERCIAL AUTO LIABILITY INSURANCE** - a policy including all coverages provided by and to the extent afforded by Insurance Services Office form CA 0001, ed. 12/93, including Symbol 1 (any auto) with no special limitations affecting the CITY. The limit for bodily injury and property damage liability shall be no less than one million dollars (\$1,000,000) per accident. CITY, its employees, officials and agents, shall be added as additional insureds by endorsement to the policy. The insurer shall agree to provide the City with thirty (30) days prior written notice of any cancellation, non-renewal or material change in coverage. The policy shall contain no provision that would make this policy excess over, contributory with, or invalidated by the existence of any insurance, self-insurance or other risk financing program maintained by CITY. In the event the policy contains such an "other insurance" clause, the policy shall be modified by endorsement to show that it is primary for any claim arising out of the work performed under this Agreement. The City of Manhattan Beach Insurance Endorsement Form No. 2 (Auto) must be executed by the applicable insurance underwriters.

(3) **WORKERS' COMPENSATION INSURANCE** - a policy which meets all statutory benefit requirements of the Labor Code, or other applicable law, of the State of California. The minimum coverage limits for said insurance shall be no less than one million dollars (\$1,000,000) per claim. The policy shall contain, or be endorsed to include, a waiver of subrogation in favor of CITY.

7.3 Additional Requirements. The procuring of such required policies of insurance shall not be construed to limit CONTRACTOR'S liability hereunder, or to fulfill the indemnification provisions and requirements of this Agreement. There shall be no recourse against CITY for payment of premiums or other amounts with respect thereto. CITY shall notify CONTRACTOR in writing of changes in the insurance requirements. If CONTRACTOR does not deposit copies of acceptable insurance policies with CITY incorporating such changes within sixty (60) days of receipt of such notice, CONTRACTOR shall be deemed in default hereunder.

Any deductibles or self-insured retentions must be declared to and approved by CITY. Any deductible exceeding an amount acceptable to CITY shall be subject to the following changes:

- (1) either the insurer shall eliminate, or reduce, such deductibles or self-insured retentions with respect to CITY and its officials, employees and agents (with additional premium, if any, to be paid by CONTRACTOR) ; or
- (2) CONTRACTOR shall provide satisfactory financial guarantee for payment of losses and related investigations, claim administration, and defense expenses.

7.4 Verification of Compliance. CONTRACTOR shall furnish CITY with original endorsements effecting coverage required by this Agreement. The endorsements are to be signed by a person authorized by the insurer to bind coverage on its behalf. All endorsements are to be received and approved by CITY before work commences. Not less than fifteen (15) days prior to the expiration date of any policy of insurance required by this Agreement, CONTRACTOR shall deliver to CITY a binder or certificate of insurance with respect to each renewal policy, bearing a notation evidencing payment of the premium therefor, or accompanied by other proof of payment satisfactory to CITY.

8. **Non-Liability of Officials and Employees of the CITY.** No official or employee of CITY shall be personally liable for any default or liability under this Agreement.

9. **Non-Discrimination.** CONTRACTOR covenants there shall be no discrimination based upon race, color, creed, religion, sex, marital status, age, handicap, national origin, or ancestry, in any activity pursuant to this Agreement.

10. **Independent Contractor.** It is agreed that CONTRACTOR shall act and be an independent contractor and not an agent or employee of CITY, and shall obtain no rights to any benefits which accrue to CITY'S employees.

11. **Compliance with Law.** CONTRACTOR shall comply with all applicable laws, ordinances, codes, and regulations of the federal, state, and local government.

12. **Ownership of Work Product.** All documents or other information created, developed or received by CONTRACTOR shall, for purposes of copyright law, be deemed works made for hire for CITY by CONTRACTOR as CITY'S employee(s) for hire and shall be the sole property of CITY. CONTRACTOR shall provide CITY with copies of these items upon demand and in any event, upon termination or expiration of the term of this Agreement.

13. **Conflict of Interest and Reporting.** CONTRACTOR shall at all times avoid conflict of interest, or appearance of conflict of interest, in performance of this Agreement.

14. **Notices.** All notices shall be personally delivered or mailed to the below listed addresses. These addresses shall be used for delivery of service of process.

a. Address of CONTRACTOR is as follows:

Blu Moon Group, Inc.
Judy Diethelm and Leslie Berliant
2905A Sepulveda #222,
Manhattan Beach, Ca 90266

b. Address of CITY is as follows:

Cultural Arts Manager,
City of Manhattan Beach
1400 Highland Ave
Manhattan Beach, CA 90266

City Attorney
City of Manhattan Beach
1400 Highland Ave
Manhattan Beach, CA 90266

15. **Contractor's Proposal.** This Agreement shall include CONTRACTOR'S proposal or bid which is attached hereto as Exhibit A and incorporated herein by reference. In the event of any inconsistency between the terms of the proposal and this Agreement, this Agreement shall govern.

16. **Licenses, Permits, and Fees.** CONTRACTOR shall obtain a Manhattan Beach Business License, all permits, and licenses as may be required by this Agreement.

17. **Familiarity with Work.** By executing this Agreement, CONTRACTOR warrants that:

- (1) it has investigated the work to be performed;
- (2) it has investigated the site of the work and is aware of all conditions there; and
- (3) it understands the difficulties and restrictions of the work under this Agreement. Should CONTRACTOR discover any conditions materially differing from those inherent in the work or as represented by CITY, it shall immediately inform CITY and shall not proceed, except at CONTRACTOR's risk, until written instructions are received from CITY.

18. **Time of Essence.** Time is of the essence in the performance of this Agreement.

19. **Limitations Upon Subcontracting and Assignment.** Neither this Agreement, nor any portion, shall be assigned by CONTRACTOR without prior written consent of CITY.

20. **Authority to Execute.** The persons executing this Agreement on behalf of the parties warrant that they are duly authorized to execute this Agreement.

21. **Indemnification.** CONTRACTOR agrees to indemnify, defend, and hold harmless CITY and its elective or appointive boards, officers, agents, attorneys and employees from any and all claims, liabilities, expenses, or damages of any nature, including attorneys' fees arising out of, or in any way connected with performance of, the Agreement by CONTRACTOR, CONTRACTOR'S agents, officers, employees, subcontractors, or independent contractor(s) hired by CONTRACTOR. This indemnity shall apply to all claims and liability regardless of whether any insurance policies are applicable. The policy limits do not act as a limitation upon the amount of indemnification to be provided by CONTRACTOR.

22. **Modification.** This Agreement constitutes the entire agreement between the parties and supersedes any other agreements, oral or written. No promises, other than those included in this Agreement, shall be valid. This Agreement may be modified only by a written agreement executed by CITY and CONTRACTOR.

23. **California Law.** This Agreement shall be construed in accordance with the laws of the State of California. Any action commenced about this Agreement shall be filed in the appropriate branch of the Los Angeles County Municipal or Superior Court.

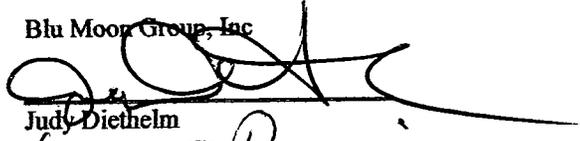
24. **Interpretation.** This Agreement shall be interpreted as though prepared by both parties.

25. **Preservation of Agreement.** Should any provision of this Agreement be found invalid or unenforceable, the decision shall affect only the provision interpreted, and all remaining provisions shall remain enforceable.

26. **Entire Agreement.** This Agreement supersedes any and all other agreements, either oral or in writing, between the parties with respect to the subject matter herein. Each party to this Agreement acknowledges that representations by any party not embodied herein, and any other agreements, statements, or promises concerning the subject matter of this Agreement, not contained in this Agreement, shall not be valid and binding. Any modification of this Agreement will be effective only if it is in writing signed by the parties. Any issue with respect to the interpretation or construction of this Agreement are to be resolved without resorting to the presumption that ambiguities should be construed against the drafter.

IN WITNESS THEREOF, the parties hereto have executed this Agreement on the day and year first shown above.

Blu Moon Group, Inc



Judy Diethelm



Leslie Berliant

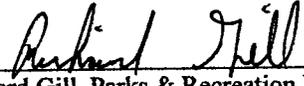
CITY OF MANHATTAN BEACH

R.D.

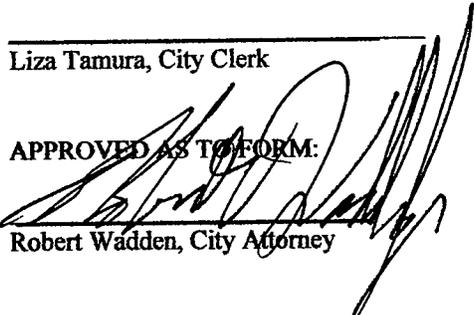
Geoff Dolan, City Manager

ATTEST:

Liza Tamura, City Clerk

By 
Richard Gill, Parks & Recreation Director

APPROVED AS TO FORM:



Robert Wadden, City Attorney

“ATTACHMENT B”



City of Manhattan Beach Marketing Partner Procurement Plan

July 2006





City of Manhattan Beach Annual Marketing Partner / Sponsor Opportunities Overview

City Leadership Circle (Limit 2) - \$28,000
Children's Package Plus (Limit 1) - \$24,000
Tennis Fan (Limit 3) - \$21,500
Music Lover (Limit 1) - \$19,000
Children's Package - \$17,000
Sports Fan (limit 2) - \$14,500
Patron of the Arts - \$13,000
Summer Fun Package - \$11,500
Teen Package - \$10,000
Older Adult Package (Limit 2) - \$8500
Holiday Celebrations Package (Limit 2) - \$6000
Family Package - \$3000
Calendar/Class Schedule back cover (limit 4) - \$5000
Concerts in the Park - \$3000
Earth Day - \$2500
Mayor's Golf Tournament - Various opportunities available
Manhattan Beach Arts Festival - Various opportunities available
Manhattan Nights - \$2500
Family Recreation Events - Various cash and in-kind support opportunities available
Community Clean Up - Various cash and in-kind support opportunities available
Parks - Various cash and in-kind support opportunities available
Pier Lighting - Various cash and in-kind support opportunities available
Playground Program - Various cash and in-kind support opportunities available
Sand Castle Contest - Various cash and in-kind support opportunities available
Senior Health Fair - Various cash and in-kind support opportunities available
Teen Center - Various cash and in-kind support opportunities available
Teen Trips - Opportunities to support scholarships range from \$30 - \$300 per scholarship
Talent Show / Battle of the Bands - Cash and in-kind support opportunities available
Volunteer Recognition Dinner - Various cash and in-kind support opportunities available
Cash and Product Donations
Customized Sponsorship Packages at all levels available

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 8/4/2006

judy@blumoon.com leslie@blumoon.com



**We Create Community and Quality of Life Through People, Parks and Programs -
Manhattan Beach Parks and Recreation Department Vision Statement**

- ◆ **Strengthen Community Image and Sense of Place**
- ◆ **Support Economic Development**
- ◆ **Strengthen Safety and Security**
- ◆ **Promote Health and Wellness**
- ◆ **Foster Human Development**
- ◆ **Increase Cultural Unity**
- ◆ **Protect Environmental Resources**
- ◆ **Facilitate Community Problem Solving**
- ◆ **Provide Recreational Experiences**

We are committed to accomplishing these goals in a professional, courteous and cost-efficient manner, with a dedication to ethical standards and responsiveness to changing community needs and priorities -

Manhattan Beach Parks and Recreation Department Mission Statement

Opportunities to individually support city Events and Programs

The following city Events/Programs are also available individually for support with recognition to be provided in event collateral, advertising, signage and public acknowledgement:

- ◆ **Concerts in the Park**
 - Signage, logo placement, recognition
 - Support Commitment - \$3000
- ◆ **Earth Day**
 - Presenting Sponsor - \$5,000.00
 - Your logo on a 24' street banner
 - Your logo on give aways
 - On stage presentation
 - Free display table
 - Your logo in our newspaper advertising
 - Your logo on 10,000 flyers
 - Your logo on our stage – 10' banner
 - Premiere booth
 - Platinum Sponsor - \$2,500.00
 - Your logo in our newspaper advertising
 - Free display table
 - Your name on 10,000 flyers and posters
 - Your logo on our stage – 3' banner
 - Logo at booth
 - Gold Sponsor - \$1,000.00
 - Your name in our newspaper advertising
 - Free display table
 - Logo at booth
 - Your name on flyer

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 8/4/2006

judy@blumoon.com leslie@blumoon.com



- Green Sponsor - \$500
 - Name on flyer
 - Recognition the day of the event
 - Logo at booth
 - Free display table
- ◆ **Family Recreation Events**
 - Camp Out
 - Crafts Night
 - Fun Night
 - Fishing Derby
 - Dodge Ball Tournament
 - Pool Party
 - Halloween Carnival
 - Holiday Workshop
 - Logo placement, signage, booths, recognition
 - Various cash and in-kind support opportunities available
- ◆ **Community Clean Up**
 - Logo placement, t-shirts, signage, plaques, recognition
 - Various cash and in-kind support opportunities available
- ◆ **Manhattan Beach Arts Festival**
 - Headline Sponsor - \$10,000
 - Category Program Recognition
 - Name on Arts Workshop Booth Banner
 - Name in Program Booth Listing
 - Signage on a Multi-visual Arts Booth Area
 - Street Banner Signage
 - Name in the "Children Under 7" Area
 - Single Stage Signage
 - Company Name on all Collateral Materials
 - Custom Booth Sponsor - \$7500
 - Category Program Recognition
 - Name on Arts Workshop Booth Banner
 - Name in Program Booth Listing
 - Street Banner Signage
 - Company logo on posters and advertising
 - Signage on a customized Multi-visual Arts Booth Area
 - ◆ Booth theme to be approved by City
 - ◆ May be staffed by your company
 - ◆ Supplies to be provided by sponsor
 - Children's Area or Co-Stage Sponsor - \$5000
 - Category Program Recognition
 - Name on Arts Workshop Booth Banner
 - Name in Program Booth Listing
 - Signage on a Multi-visual Arts Booth Area
 - Street Banner Signage
 - Name in the "Children Under 7" Area
 - Art Carrier Sponsor - \$3500
 - Category Program Recognition
 - Name on Arts Workshop Booth Banner
 - Name in Program Booth Listing
 - Signage on a Multi-visual Arts Booth Area
 - Opportunity to provide and distribute co-logoed canvas bags for carrying art
 - Area Sponsor - \$2500

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- Category Program Recognition
- Name on Arts Workshop Booth Banner
- Name in Program Booth Listing
- Signage on a Multi-visual Arts Booth Area
- Art Lover Sponsor - \$450
 - Category Program Recognition
 - Name on Arts Workshop Booth Banner
 - Name in Program Booth Listing
- Festival Friends - \$100
 - Category Program Recognition
- Vendors
- In-Kind
- ◆ **Mayor's Golf Tournament**
 - Proceeds support the Manhattan Beach Education Foundation
 - Double Eagle (Limit 2) - \$5000
 - Golf package for 8
 - Listing in all printed materials
 - Tee sign
 - Recognition during dinner
 - Recognition in program
 - Logo on t-shirt
 - Dinner Sponsor - \$3000
 - Listing on all Printed Materials
 - Signage in dinner area
 - Recognition during dinner
 - Golfer package for 2 players
 - Tee Signage
 - Eagle - \$2500
 - Golf package for 4
 - Listing in all printed materials
 - Tee sign
 - Recognition during dinner
 - Recognition in program
 - Golf Cart sponsor (Limit 1) - \$2500
 - Signage on each golf cart
 - Cocktail Reception Sponsor - \$2,000
 - Listing on all Printed Materials
 - Signage in cocktail area
 - Recognition during cocktail reception
 - Golfer package for 2 players
 - Tee signage
 - Lunch Sponsor - \$1500
 - Recognition in program as lunch sponsor
 - Golfer package for 2 players
 - Birdie - \$1000
 - Golf package for 4
 - Tee sign
 - Recognition in program
 - Par - \$500
 - Golf package for 2
 - Recognition in program
 - Special Events - \$500
 - Golf package for 1
 - Tee Signage

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- choice of Hole in One, Closest to the Pin men, Closest to the Pin women, Longest Drive men, Longest Drive women, Straightest Drive men, Straightest Drive women, putting contest, refreshment station
- Tee Sponsor - \$250
 - Company name on sign at tee box
- In-Kind
 - Give-aways
 - Silent auction prizes
 - Raffle prizes
- ◆ **Manhattan Nights**
 - Signage, logo placement, recognition
 - \$2500 per concert
- ◆ **Parks**
 - Recognition plaques, signage, public recognition
 - Various cash and in-kind support opportunities available
- ◆ **Pier Lighting**
 - Logo placement, signage, recognition
 - Various cash and in-kind support opportunities available
- ◆ **Playground Program**
 - Recognition plaques, signage, public recognition
 - Various cash and in-kind support opportunities available
- ◆ **Sand Castle Contest**
 - Logo placement, signage, recognition
 - Various cash and in-kind support opportunities available
- ◆ **Senior Health Fair**
 - Logo placement, signage, recognition, booth
 - Various cash and in-kind support opportunities available
- ◆ **Teen Center**
 - Recognition plaques, signage, public recognition
 - Various cash and in-kind support opportunities available
- ◆ **Teen Trips**
 - Recognition, logo placement, plaques
 - Opportunities to support scholarships range from \$30 - \$300 per scholarship
- ◆ **Talent Show / Battle of the Bands**
 - Logo placement, signage, recognition
 - Various cash and in-kind support opportunities available
- ◆ **Volunteer Recognition Dinner**
 - Logo placement, signage, recognition
 - Various cash and in-kind support opportunities available

City of Manhattan Beach Annual Marketing Partner / Sponsor Packages

City Events Presence Package

- ◆ **Supports**
 - Earth Day
 - Manhattan Nights
 - Arts Festival
- ◆ **Benefits**
 - Company name and logo in all event advertising and collateral, may include:
 - Beach Reporter advertising
 - Flyers
 - Posters
 - Street Banners

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- Programs
- Registration materials
- Invitations
- Calendar
- Direct Mail
- E-mail blasts
- Newsletter
- Sponsor recognition at one Manhattan Nights event
- Opportunity to provide City of Manhattan Beach and your company logo giveaways to all Manhattan Nights participants
- Booth at one Manhattan Nights event
- Earth Day booth
- Arts Festival Art Lover Sponsor
- ◆ **Support Commitment - \$2500**

Family Package

- ◆ Supports
 - Family Fun Nights
 - Family Camp Out
 - Family Fishing Derby
 - Family Crafts Night / Holiday Workshop
 - (3) Pool parties
 - Dodge Ball Tournament
 - Ice Block Bowling
 - Sandcastle Contest
- ◆ Benefits
 - Company name and logo in all event advertising and collateral, may include:
 - Beach Reporter advertising
 - Flyers
 - Posters
 - Street Banners
 - Programs
 - Registration materials
 - Invitations
 - Calendar
 - Direct Mail
 - E-mail blasts
 - Newsletter
 - Sponsor recognition at Family Fun Nights and Family events listed
 - Opportunity to provide City of Manhattan Beach and your company logo giveaways to all Family event participants
 - Opportunity to provide towels, buckets and/or shovels with City of Manhattan Beach and Company logo for Sand Castle Contest
 - Opportunity to supply prizes for Sand Castle Contest, Ice Block Bowling and Fishing Derby
 - Signage at Sandcastle Contest
 - Signage at Pool Parties
 - Opportunity to provide towels with City of Manhattan Beach and Company logo at pool parties
 - Opportunity to provide company logo-ed supplies for all Family events
 - Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- ◆ **Support Commitment - \$3000**

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Holiday Celebrations Package (Limit 2)

- ◆ Supports
 - Pier Lighting
 - Older adults Holiday Luncheon
 - Family Crafts Night / Holiday Workshop
 - Winter Sports Camps
- ◆ Benefits
 - Company name and logo in all event advertising and collateral, may include:
 - Beach Reporter advertising
 - Flyers
 - Posters
 - Street Banners
 - Programs
 - Registration materials
 - Invitations
 - Calendar
 - Direct Mail
 - E-mail blasts
 - Newsletter
 - Sponsor recognition at Pier Lighting
 - Opportunity to provide City of Manhattan Beach and your company logo giveaways to all Pier Lighting, Holiday Luncheon and Family Workshop participants
 - Sponsor recognition at Older adults Holiday Luncheon
 - Normal participant fees to be waived and recognized as gift from your company to participants
 - Sponsor recognition at Family Holiday Workshop
 - Recognition as Proud Holiday Celebrations Supporter in all Winter Sports camp registration materials
 - Opportunity to provide City of Manhattan Beach and Company logo sports items to Winter Sport Camp participants
 - Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- ◆ Support Commitment - **\$6000**

Older Adult Package (Limit 2)

- ◆ Supports
 - (3) Older Adult luncheon Excursions
 - Older adults Pool tournament
 - Older Adults Movie Day
 - 55+ Slo-Pitch Softball League
 - Dial-a-ride
 - Senior Health Fair
- ◆ Benefits
 - Company name and logo in all event advertising and collateral, may include:
 - Beach Reporter advertising
 - Flyers
 - Posters
 - Street Banners
 - Programs
 - Registration materials
 - Invitations
 - Calendar
 - Direct Mail
 - E-mail blasts

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- Newsletter
 - Sponsor recognition at (3) Older Adult luncheons
 - Normal participant fees to be waived at 1 luncheon excursion and recognized as gift from your company to participants
 - Opportunity to provide City of Manhattan Beach and your company logo give-aways to luncheon, Pool Tournament and Senior Health Fair participants
 - Sponsor recognition at Pool Tournament and Movie Day
 - Sponsor recognition and signage at Senior Health Fair
 - Booth at Senior Health Fair
 - Your company logo on all Senior Health Fair volunteer t-shirts
 - Signage at all 55+ Slo-Pitch Softball league games
 - Opportunity to provide t-shirts with Manhattan Beach logo and company logo to all 55+ Slo-Pitch Softball league participants
 - Company information available to all Dial-a-Ride users
 - Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- ♦ Support Commitment - **\$8500**

Teen Package

- ♦ Supports
 - Teen Center
 - 2 Teen Center Special Events per year
 - Snowboard Trips
 - 5 scholarships for Mammoth snowboarding trip
 - Rule Squad Trips
 - 5 Scholarships for each Rule Squad Trip
 - 4 additional trips per year, date and location TBD with sponsor
 - Talent Show / Battle of the Bands
 - Halloween Haunted House
 - Mira Costa High School Orchestra Performance at Carnegie Hall
 - Concert in the Park Posters
- ♦ Benefits
 - Name and Logo in event advertising and collateral, may include
 - Beach Reporter advertising
 - Flyers
 - Posters
 - Street Banners
 - Programs
 - Registration materials
 - Invitations
 - Calendar
 - Direct Mail
 - E-mail blasts
 - Newsletter
 - 20% of sponsor dollars to be donated to support the Mira Costa High School Orchestra performance at Carnegie Hall
 - POS display provided for your Company to encourage patrons to support the Mira Costa High School Orchestra Performance at Carnegie Hall
 - Opportunity to sell concert in the Park Posters to benefit (50%) Mira Costa High School Orchestra performance at Carnegie Hall
 - Sponsor recognition at (2) Teen Center special events per year
 - Opportunity to design special events and provide expertise
 - Ex. Science contest, design contest, etc.
 - Sponsor recognition at (4) Teen Center special trips per year

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- Opportunity to design special trips and provide expertise
 - Ex. Tour of Jet Propulsion Lab
- Opportunity for City of Manhattan Beach and your company logo give-aways at Halloween Haunted House, Talent Show / Battle of the Bands, Rule Squad Trips and additional trips
- Sponsor recognition at Halloween Haunted House and Talent Show / Battle of the Bands
- Opportunity to supply grand prize for Talent Show / Battle of the Bands
- Thank you letters from Mammoth Snowboarding trip and Rule Squad trip scholarship recipients
- Framed plaque recognizing support for scholarships for Mammoth Snowboarding trip and Rule Squad trips
- Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- Company Highlighted on Manhattan life Cable TV show
- ◆ Support Commitment - **\$10,000**

Summer Fun Package

- ◆ Supports
 - (1) Concert in the Park
 - Sand Castle Contest
 - (3) Pool Parties
 - Summer Sports Camps
 - (3) Swing and Sway Dance Nights
 - Rule Squad Trips
 - (2) Free Tennis weekends (Friday – Sunday) per year
- ◆ Benefits
 - Company name and logo in all event advertising and collateral, may include:
 - Beach Reporter advertising
 - Flyers
 - Posters
 - Street Banners
 - Programs
 - Registration materials
 - Invitations
 - Calendar
 - Direct Mail
 - E-mail blasts
 - Newsletter
 - Signage at (1) Concert in the Park
 - Opportunity to provide 50,000 agreed upon items with City of Manhattan Beach and your company logo at (11) Concerts in the Park, may include:
 - Picnic Baskets/Bags
 - Portable Coolers
 - Blankets
 - Trash Bags
 - Picnic Food or Drink Items / Discounts on items
 - Re-Useable Bags
 - Opportunity to provide towels, buckets and/or shovels with City of Manhattan Beach and Company logo at Sand Castle Contest
 - Signage at Sand Castle Contest
 - Opportunity to provide prizes for Sand Castle Contest.
 - Recognition as sponsor of (2) free tennis weekends a year
 - No court charge to players

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- To be publicized through media, PR, flyers and signage
- Signage at Pool Parties
- Opportunity to provide towels with City of Manhattan Beach and Company logo at pool parties
- Recognition as Proud Summer Fun Supporter in all Summer Sports camp registration materials
- Opportunity to provide City of Manhattan Beach and Company logo sports items to Summer Sport Camp
- Opportunity to provide City of Manhattan Beach and Company logo items to Rule Squad Trip participants
- Sponsor recognition signage at (3) Swing and Sway Dances
- Opportunity to provide give-aways to Swing and Sway participants
- Invitation to and recognition at all city groundbreakings, celebrations and sponsor recognition events
- Company Highlighted on Manhattan life Cable TV show
- ◆ **Support Commitment - \$11,500**

Patron of the Arts

- ◆ Supports
 - Creative Arts Center
 - Manhattan Beach Arts Festival
 - Headline Sponsor
 - (1) Concert in the Park
- ◆ Benefits
 - Company name and logo in all event advertising and collateral, may include:
 - Beach Reporter advertising
 - Flyers
 - Posters
 - Street Banners
 - Programs
 - Registration materials
 - Invitations
 - Calendar
 - Direct Mail
 - E-mail blasts
 - Newsletter
 - Signage at Creative Arts Center
 - Recognition as Patron of the Arts at Manhattan Beach Education Foundation Art Show
 - Category Program Recognition in Arts Festival program
 - Name on Arts Workshop Booth Banner at Arts Festival
 - Name in Program Booth Listing at Arts Festival
 - Signage on a Multi-visual Arts Booth Area at Arts Festival
 - Street Banner Signage at Arts Festival
 - Name in the "Children Under 7" Area at Arts Festival
 - Single Stage Signage at Arts Festival
 - Company Name on all Collateral Materials for Arts Festival
 - Signage at (1) Concert in the Park
 - Opportunity to provide 50,000 items with City of Manhattan Beach and your company logo at (11) Concerts in the Park, may include:
 - Picnic Baskets/Bags
 - Portable Coolers
 - Blankets
 - Trash Bags

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- Picnic Food or Drink Items / Discounts on items
- Re-Useable Bags
- Company Highlighted on Manhattan life Cable TV show
- Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- ◆ **Support Commitment - \$13,000**

Sports Fan (Limit 2)

- ◆ **Supports**
 - Manhattan Beach Open Tennis Tournament
 - Manhattan Beach Jr. Satellite Tennis Tournament
 - (2) Free Tennis weekends (Friday – Sunday) per year
 - (1) Slo-Pitch Softball League
 - Men's 16" or Co-ed 12"
 - (2) sport leagues
 - Beach volleyball, adult soccer, indoor volleyball, youth basketball, adult co-ed kickball
- ◆ **Benefits**
 - Company name and logo in all event advertising and collateral, may include:
 - Beach Reporter advertising
 - Advertising in additional, non-local media for the Manhattan Beach Junior Satellite and Manhattan Open Tennis Tournaments
 - Flyers
 - Posters
 - Street Banners
 - Programs
 - Registration materials
 - Invitations
 - Calendar
 - Direct Mail
 - E-mail blasts
 - Newsletter
 - Signage at all supported sporting events
 - Includes choice of (1) Slo-Pitch Softball League, Men's 16" or Co-ed 12"
 - Includes choice of (2) sports leagues
 - Recognition at all supported sporting events
 - Includes choice of (1) Slo-Pitch Softball League, Men's 16" or Co-ed 12"
 - Includes choice of (2) sports leagues
 - Recognition as sponsor of (2) free tennis weekends a year at Mira Costa Tennis Courts
 - No court charge to players
 - To be publicized through media, PR, flyers and signage
 - Opportunity for City of Manhattan Beach and your company logo give-aways at all supported sporting events
 - Includes choice of (1) Slo-Pitch Softball League, Men's 16" or Co-ed 12"
 - Includes choice of (2) sports leagues
 - Opportunity to supply t-shirts with City of Manhattan Beach and Company logo to all participants of (1) Slo-Pitch Softball Leagues, Men's 16" or Co-ed 12" and (2) sports leagues
 - Annual Sports Fan recognition through field signage at select Manhattan Beach parks
 - Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
 - Company Highlighted on Manhattan life Cable TV show

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- ◆ **Support commitment - \$14,500**

Children's Package

- ◆ **Supports**
 - Halloween Carnival
 - Manhattan Beach Arts Festival
 - Headline Sponsor
 - Movie Madness/Play Day
 - Parks/Playground Program
 - 2 Playground Program Special Events per year
 - Manhattan Beach Parks Nature Coloring Book
 - Manhattan Beach Education Foundation
- ◆ **Benefits**
 - Company name and logo in all event advertising and collateral, may include:
 - Beach Reporter advertising
 - Flyers
 - Posters
 - Street Banners
 - Programs
 - Registration materials
 - Invitations
 - Calendar
 - Direct Mail
 - E-mail blasts
 - Newsletter
 - Category Program Recognition in Arts Festival program
 - Name on Arts Workshop Booth Banner at Arts Festival
 - Name in Program Booth Listing at Arts Festival
 - Signage on a Multi-visual Arts Booth Area at Arts Festival
 - Street Banner Signage at Arts Festival
 - Name in the "Children Under 7" Area at Arts Festival
 - Single Stage Signage at Arts Festival
 - Company Name on all Collateral Materials for Arts Festival
 - General signage at Halloween Carnival
 - (1) Booth at Halloween Carnival
 - Opportunity for give-aways at Halloween Carnival
 - 10% of sponsorship dollars to be donated to Manhattan Beach Education Foundation
 - Sponsor recognition at 2 Playground Program special events per year
 - Sponsor recognition at Movie Madness/Play Day
 - Company logo on and recognition as sponsor of Manhattan Beach Parks Nature Coloring Book
 - May include component to bring complete book back to sponsor retail outlet for prize
 - Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
 - Recognition as Children's Package supporter at Manhattan Beach Education Foundation Art Show
 - Company Highlighted on Manhattan life Cable TV show
- ◆ **Support Commitment - \$17,000**

Music Lover (Limit 1)

- ◆ **Supports**
 - (1) Concert in the Park

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- Concerts in the Park Posters
- Music Stage at Manhattan Beach Arts Festival
- Battle of the Bands
- (3) Swing and Sway Dances
- (4) Los Angeles Philharmonic at the Hollywood Bowl lecture/concert series
- Mira Cost High School Orchestra performance at Carnegie Hall
- ◆ Benefits
 - Name and Logo in event advertising and collateral, may include
 - Beach Reporter advertising
 - Flyers
 - Posters
 - Street Banners
 - Programs
 - Registration materials
 - Invitations
 - Calendar
 - Direct Mail
 - E-mail blasts
 - Newsletter
 - Signage at (1) Concert in the Park
 - Announcement to be made by your Company representative to encourage attendees to support the Mira Costa High School Orchestra Performance at Carnegie Hall
 - City to recognize your Company's contribution to support the Mira Costa High School Orchestra Performance at Carnegie Hall
 - 20% of sponsor dollars to be donated to support the Mira Costa High School Orchestra performance at Carnegie Hall
 - 50% of sale of Concert in the Park posters to benefit Mira Costa High School Orchestra Performance at Carnegie Hall
 - POS display provided for your Company to encourage patrons to support the Mira Costa High School Orchestra Performance at Carnegie Hall
 - Opportunity to provide 50,000 agreed upon items with City of Manhattan Beach and your company logo at (11) Concerts in the Park, may include:
 - Picnic Baskets/Bags
 - Portable Coolers
 - Blankets
 - Trash Bags
 - Picnic Food or Drink Items / Discounts on items
 - Re-Useable Bags
 - Signage at the Music Stage at Manhattan Beach Arts Festival
 - Recognition as Music Stage sponsor in all Manhattan Beach Arts Festival Collateral
 - Street banner signage at Manhattan Beach Arts Festival
 - Signage at Battle of the Bands
 - Opportunity to provide grand prize for Battle of the Bands winner
 - Sponsor recognition signage at (3) Swing and Sway Dances
 - Opportunity to provide give-aways to Swing and Sway participants
 - Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
 - Signage at (4) Los Angeles Philharmonic lecture series events
 - Opportunity to provide give-aways to Los Angeles Philharmonic lecture/concert participants
- ◆ Company Highlighted on Manhattan life Cable TV show
- ◆ Support Commitment – **\$19,000**

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Tennis Fan (Limit 3)

- ♦ Supports
 - One weekend a month of free tennis times at Mira Costa Tennis Courts
 - No court charge to players
 - To be publicized through media, PR, flyers and signage
 - Resurfacing of one tennis court per year
- ♦ Benefits
 - Company name and logo in all media, PR, flyers and signage
 - Company name and logo at resurfaced tennis court
 - Opportunity to provide City of Manhattan Beach and your company logoed giveaways to all tennis program participants

Support Commitment - **\$21,500**

Children's Package Plus (Limit 1)

- ♦ Supports
 - All of Children's Package elements
 - 1000 Playground Program t-shirts
- ♦ Benefits
 - All Children's Package benefits
 - Your logo on 1000 Playground Program t-shirts to be given to participants

Support Commitment - **\$24,000**

City Leadership Circle (Limit 2)

- ♦ Supports
 - Mayor's Golf Tournament
 - Double Eagle
 - Earth Day
 - Community Clean-Up
 - Ocean Express
 - Volunteer Program
 - Volunteer Recognition Dinner
 - Manhattan Beach Education Foundation
 - Calendar
- ♦ Benefits
 - Name and Logo in event advertising and collateral, may include
 - Beach Reporter advertising
 - Flyers
 - Posters
 - Street Banners
 - Programs
 - Registration materials
 - Invitations
 - Calendar
 - Direct Mail
 - E-mail blasts
 - Newsletter
 - Golf package for 8 at Mayor's Golf Tournament
 - Listing in all Mayor's Golf Tournament printed materials
 - Tee sign at Mayor's Golf Tournament
 - Recognition during Mayor's Golf Tournament dinner Recognition in Mayor's Golf Tournament program
 - Logo on Mayor's Golf Tournament t-shirt
 - Company booth at Earth Day

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- Company logo on all city volunteer t-shirts annually
- Company logo on all Community Clean-Up t-shirts
- Company logo on Community Clean-Up participant recognition plaques
- Company signage and recognition at Volunteer Recognition Dinner
- Opportunity to distribute give-aways at all volunteer events
- Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- Company listed on Manhattan Beach map to be distributed in Ocean Express buses, hotels, restaurants and shops
- 20% of sponsor dollars donated to Manhattan Beach Education Foundation
- Full Page Ad on inside back cover of quarterly calendar
- Company Highlighted on Manhattan life Cable TV show

Support Commitment - **\$28,000**

The following one time cash and/or product donations are available and will be recognized with plaques, signage, naming opportunities, logo placement and/or acknowledgement at City Events:

- ◆ **Astroturf at Manhattan Village or Marine Soccer Field**
 - Cost - \$500,000 - \$1,000,000
- ◆ **Teen Center Equipment**
 - 15 Passenger Van
 - 10 Computers
 - Internet connection
 - Educational Software
 - Computer Games (non educational)
 - Skateboards
 - New Entertainment System (DVD, VCR, Radio/CD player and surround sound system that ties into both mounted TV's and speakers)
 - Portable Skateboard Ramps (from Sun Ramp)
 - Furniture (couches, chairs, tables, etc.)
 - Air Hockey Table
 - Foosball Table
 - Music Equipment (guitars, amplifier speakers, drum set, microphone, etc.)
 - Arcade Game (pinball machine, Pac Man, Golden Tee, etc.)
 - Mechanical Bull Rental
 - Blow Up Sumo Wrestling Suits Rental
 - Project Adventure Bag
 - Cost - \$1500 each
- ◆ **Other Teen Center Opportunities**
 - Houseboat Trip including boat and jet ski rentals (4 Houseboats, 3 ski boats and 4 jet skis for 5 days)
 - Monetary Donations to the Teen Center Trust Fund for the 2008 3-week trip to the Hawaiian Islands Teen Adventure Camp
 - Renovation of the Teen Center building to add a second story.
- ◆ **Playground/Playground Program Room Equipment**
 - Playground equipment for Polliwog East Tot Lot, Manhattan Heights Tot Lot, Marine Ave. Park and Village Tot Lot
 - Cost - \$15,000
 - Building Sign for Joslyn Park
 - Cost - \$5000
 - Portable Dry Erase Board for Joslyn Park

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- Cost - \$450
 - Ping Pong Tables for Live Oak Park Hall
 - Cost - \$400 each
 - Table Tennis tables for Manhattan Heights Park
 - Cost - \$900 each
 - Storage shed for Sand Dune Park
 - Cost - \$2000
 - Outdoor play/impact pads
 - Cost - \$600
 - Large coolers w/ wheels
 - Display cabinet for each Playground Program room
 - Cost - \$2000
 - Permanent games painted on the concrete in front of Manhattan Heights
 - Cost - \$1000
 - New phones for the playgrounds
 - Cost - \$200
 - New coffee urns for special events
 - Cost - \$500
 - Portable music system
 - Cost - \$2000
 - 1000 T-shirts with playground program logo
 - Cost estimate \$5300 - \$6600
 - Video/digital Camera
 - Cost - \$1000
 - 4 Pup Tents
 - Cost - \$500
 - Sports Equipment
 - Cost - \$2000
 - Arts and Crafts Supplies
 - Cost - \$2000
 - New Facilities at Sand Dune, Manhattan Heights, Joslyn and Live Oaks Parks
 - New Scout House
 - Banners for Program
 - Cost - \$600
 - Furniture for the Joslyn Center and Manhattan Heights
 - TV and video games for each playground
 - Cost - \$2000
 - Prizes to be used for Special Events
 - Cost - \$1000
- ◆ **Parks/Sports**
- Windscreens for Live Oak Park, Marine Ave. Park and Marine Heights Center
 - Tennis Nets for Live Oak Park, Marine Ave. Park and Marine Heights
 - Cost - \$150 each
 - Ball Machines for Live Oak Park and Marine Ave. Park
 - Cost - \$3000 each
 - Flowers, trees and shrubs for Veterans Parkway
 - 100 new floor hockey sticks & 8 goals
 - Cost - \$300
 - Nextel radios for each park so staff can communicate
 - Cost - \$400
 - Fitness Stations at Veterans Parkway, Polliwog and Manhattan Avenue Parks
 - Cost – up to \$40,000 each
 - New Office at Mira Costa Tennis facility
 - Cost - \$15,000

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- Joslyn Community Center
 - Cost – up to \$5,000,000
- Live Oaks Park Hall Building
 - Cost – up to \$3,000,000
- Sand Dune Park Office
 - Cost - \$1,000,000
- Synthetic Basketball court surfacing at Live Oaks, Marine Ave and Manhattan Heights Parks
 - Cost - \$250,000

To partner with the City of Manhattan Beach and support the city events and programs that are the inspiration behind the destination, please contact:

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