



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Fahey 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: September 20, 2005

SUBJECT: Consideration of Recommendations from the City's Sub-Committee regarding Recognition Opportunities in the Blu Moon Marketing Partnership Proposal

RECOMMENDATION:

Staff recommends that the City Council review and approve the recommendations from the City's Sub-Committee regarding Recognition Opportunities in the Blu Moon Marketing Partnership Proposal.

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. There is no fiscal impact to the general fund associated with this report.

BACKGROUND:

Over the past two years, the decline in event sponsorship prompted the need for new solutions and an RFP soliciting a professional marketing firm was generated. Blu Moon group was chosen from the proposals received and the group made their initial presentation to City Council on June 21. Council's directive initiated a sub-committee to work with the Blu Moon group to review the marketing partnership proposal for signage and recognition. The committee is composed of City Council members Nick Tell and Jim Aldinger and Commissioners Sharon Greco, Cultural Arts and Portia Cohen, Parks and Recreation. The sub-committee held meetings on August 4 and August 17.

During the discussion of the Blu Moon marketing partnership proposal (Attachment A), the sub-committee discussed the program packages that would be available for sponsorships as well as the types of recognitions and benefits that could be offered. The sub-committee discussed the size, style and placement for signage plaques and logos, as well as the parameters for give-away items (such as goody bags). Further discussion focused on the sample wording and format for acknowledgements.

DISCUSSION:

Attachment ‘B’ - Sponsor Benefits present the items from the marketing partnership proposal that the sub-committee thought were most in need of discussion and direction. (They have been highlighted in red in the proposal.) Attachment ‘B’ is divided into two categories; one presents the Recommendations for Approval and the second category is requesting Review and Direction from Council.

Attachment ‘C’ details the guidelines that will be used for recognition and acknowledgement. It sets the criteria for logo usage, company name recognition, event signage, plaques (i.e., size, style, placement and location) and give-aways. The sub-committee is looking for approval of these guidelines.

Lastly, **Attachment ‘D’** provides examples of the banners and signage with type, style and size detail. The sub-committee is requesting approval for the banner and sign criteria.

Conclusion

The sub-committee is recommending approval for specific sponsor benefits and direction for others (Attachment ‘B’).

The sub-committee is recommending approval of guidelines for logos, forms of media, wording for acknowledgements, signage size, type of placement and give-aways (Attachment ‘C’).

Lastly, the sub-committee is recommending approval for the style of banners and signage criteria (Attachment ‘D’).

Attachments:

- A. City of Manhattan Beach Marketing Partner Procurement Plan – Draft 2
August 2005 (Note: the red sections need review and approval)
- B. Sponsor Benefits – recommendations for approval and recommendations requesting direction
- C. Manhattan Beach Marketing Partner Guideline Recommendations
- D. Signage Examples

BLU MOON Group, Inc.



City of Manhattan Beach Marketing Partner Procurement Plan

Draft 2
August 2005



BLU MOON Group, Inc.

Table of Contents

Sample Sponsor Letter for approval	Page 3
Sponsor Opportunities Overview	Page 4
Sponsor Opportunities Details	Pages 5 –18
Background	Pages 19 - 20
Using this Document	Page 20
Inventory	Pages 20– 33
Existing Support Opportunities	Pages 20 - 26
Additional Support Components	Pages 26 - 27
New Support Opportunities	Pages 27 - 28
Collaborative Opportunities	Pages 28 - 29
One Time Support Opportunities	Page 29
Existing Recognition Opportunities	Page 29
Additional Recognition Components	Pages 29 - 30
New Recognition Opportunities	Pages 30 - 31
Existing Sponsorship Packages	Pages 31 - 33

BLU MOON Group, Inc.



Dear Community Supporter,

We are pleased to offer you a variety of opportunities as an annual marketing partner with the City of Manhattan Beach, and sponsor of city events. We have created mutually beneficial packages for all levels of commitment, so that businesses in and around Manhattan Beach can raise their profile, market directly to residents and affiliate with our high quality programs and events. At the same time, your support of city events and programs will be recognized for helping to make Manhattan Beach a premiere place to live and celebrate.

In addition to the packages developed, we may also create custom packages to fit your marketing objectives and budget. Whether you are looking to reach families, teens, older adults, sports enthusiasts, or general populations, the City is your perfect partner. From small intimate events, to events that bring together more than 10,000 residents, partnering with the City offers you a variety of marketing, advertising, direct marketing and recognition benefits.

Thank you for your commitment to the City of Manhattan Beach and for your support of the events and programs that create the inspiration for the destination. For more information on how to partner with the City of Manhattan Beach, please contact:

Xxxxxx
XXXXXXX
XXXXXXX

Best regards,

***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

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.



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

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

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. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.



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

City of Manhattan Beach Annual Marketing Partner / Sponsor Opportunity Package Suggestions and Details

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, **recognition and/or** 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

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- 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
- 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
- May include 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 name and link on City of Manhattan Beach Parks and Rec website
- Opportunity for Company to be recognized on Manhattan life Cable TV show
- Opportunity for 30-minute slot on Public Access cable channel

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

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**

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
 - Tennis Court Restoration
 - Resurfacing, new windscreens and new nets at one tennis court per year
- ◆ Benefits
 - Company name, recognition and/or logo in media, PR, flyers and signage
 - Company acknowledgement at resurfaced tennis court
 - Opportunity to provide City of Manhattan Beach and your company logoed give-aways to all tennis program participants
 - Company name and link on City of Manhattan Beach Parks and Rec website
 - Opportunity for 30-minute slot on Public Access cable channel

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

Music Lover (Limit 1)

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

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- Mira Cost High School Orchestra performance at Carnegie Hall
- ◆ Benefits
 - Name, [recognition and/or](#) 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 name and link on City of Manhattan Beach Parks and Rec website](#)
 - Opportunity for Company to be recognized on Manhattan life Cable TV show
 - [Opportunity for 30-minute slot on Public Access cable channel](#)
- ◆ Support Commitment – **\$19,000**

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

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
 - Name, [recognition and/or](#) 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
 - 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 acknowledgement 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 name and link on City of Manhattan Beach Parks and Rec website](#)
 - Opportunity for Company to be recognized on Manhattan life Cable TV show
 - [Opportunity for 30-minute slot on Public Access cable channel](#)
- ◆ Support Commitment - **\$17,000**

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

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
 - Name, [recognition and/or](#) logo in 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
 - **Annual Sports Fan recognition through plaque or sign at select Manhattan Beach park**
 - Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
 - [Company name and link on City of Manhattan Beach Parks and Rec website](#)
 - Opportunity for Company to be recognized on Manhattan life Cable TV show
- ◆ **Support commitment - \$14,500**

Patron of the Arts

- ◆ Supports
 - Creative Arts Center
 - Manhattan Beach Arts Festival
 - Headline Sponsor
 - Shakespeare By the Sea
 - (1) Concert in the Park

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- ◆ Benefits
 - Name, [recognition and/or](#) 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 Creative Arts Center during select exhibitions](#)
 - 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
 - Signage at (2) Shakespeare By the Sea Performances
 - Opportunity to provide items with City of Manhattan Beach and your company logo at Shakespeare By the Sea Performances, may include:
 - Blankets
 - Trash Bags
 - Picnic Baskets/Bags
 - Portable Coolers
 - Picnic Food or Drink Items / Discounts on items
 - Re-useable Bags
 - 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
 - Picnic Food or Drink Items / Discounts on items
 - Re-Useable Bags
 - [Company name and link on City of Manhattan Beach Parks and Rec website](#)
 - Opportunity for Company to be recognized on Manhattan life Cable TV show
 - Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- ◆ **Support Commitment - \$13,000**

Summer Fun Package

- ◆ Supports
 - (1) Concert in the Park
 - Sand Castle Contest
 - (3) Pool Parties
 - Shakespeare By the Sea

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- Summer Sports Camps
- (3) Swing and Sway Dance Nights
- Rule Squad Trips
- (2) Free Tennis weekends (Friday – Sunday) per year
- ◆ Benefits
 - Name, **recognition and/or** 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
 - Signage at (2) Shakespeare By the Sea Performances
 - Opportunity to provide items with City of Manhattan Beach and your company logo at Shakespeare By the Sea Performances, may include:
 - Blankets
 - Trash Bags
 - Picnic Baskets/Bags
 - Portable Coolers
 - Picnic Food or Drink Items / Discounts on items
 - Re-useable Bags
 - 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
 - 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

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- [Company name and link on City of Manhattan Beach Parks and Rec website](#)
- Opportunity for Company to be recognized on Manhattan life Cable TV show
- ◆ **Support Commitment - \$11,500**

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, [recognition and/or](#) 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
 - 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

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- 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 name and link on City of Manhattan Beach Parks and Rec website](#)
- Opportunity for Company to be recognized on Manhattan life Cable TV show
- ◆ Support Commitment - **\$10,000**

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
 - Name, [recognition and/or](#) 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
 - 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
 - [Company name and link on City of Manhattan Beach Parks and Rec website](#)
- ◆ Support Commitment - **\$8500**

Holiday Celebrations Package (Limit 2)

- ◆ Supports
 - Pier Lighting
 - Older adults Holiday Luncheon
 - Family Crafts Night / Holiday Workshop
 - Winter Sports Camps
- ◆ Benefits

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- Name, [recognition and/or](#) 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
- Sponsor recognition at Pier Lighting
- Opportunity to provide City of Manhattan Beach and your company logo give-aways 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
 - [Company name and link on City of Manhattan Beach Parks and Rec website](#)
- ◆ Support Commitment - **\$6000**

Family Package

- ◆ Supports
 - Family Fun Nights
 - Family Camp Out
 - Family Fishing Derby
 - Family Crafts Night / Holiday Workshop
 - (3) Pool parties
 - Family Kite Festival
 - Ice Block Bowling
 - Sandcastle Contest
- ◆ Benefits
 - Name, [recognition and/or](#) 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
 - Sponsor recognition at Family Fun Nights and Family events listed
 - Opportunity to provide City of Manhattan Beach and your company logo give-aways to all Family event participants

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- 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
- [Company name and link on City of Manhattan Beach Parks and Rec website](#)
- ◆ **Support Commitment - \$3000**

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:

- ◆ **Back Inside Cover of Calendar/Schedule**
 - Advertisement
 - Support Commitment - \$5000
- ◆ **Concerts in the Park**
 - Signage, logo placement, recognition
 - Support Commitment - \$3000
- ◆ **Earth Day**
 - Signage, logo placement, booth, recognition
 - Support Commitment - \$2500
- ◆ **Family Recreation Events**
 - Camp Out
 - Crafts Night
 - Fun Night
 - Fishing Derby
 - Kite Festival
 - 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
 - Children's Area or Co-Stage Sponsor - \$5000
 - Category Program Recognition

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- 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
- Area Sponsor - \$2500
 - 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**
 - Percentage of 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
 - 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
 - Program Sponsor - \$2500
 - 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
 - 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

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- Give-aways
- Silent auction prizes
- Raffle prizes
- ♦ **Pier Lighting**
 - May include logo placement, signage, recognition
 - Various cash and in-kind support opportunities available
- ♦ **Playground Program**
 - May include recognition plaques, signage, public recognition
 - Various cash and in-kind support opportunities available
- ♦ **Sand Castle Contest**
 - May include logo placement, signage, recognition
 - Various cash and in-kind support opportunities available
- ♦ **Senior Health Fair**
 - May include logo placement, signage, recognition, booth
 - Various cash and in-kind support opportunities available
- ♦ **Teen Center**
 - May include recognition plaques, signage, public recognition
 - Various cash and in-kind support opportunities available
- ♦ **Teen Trips**
 - May include recognition, logo placement, plaques
 - Opportunities to support scholarships range from \$30 - \$300 per scholarship
- ♦ **Talent Show / Battle of the Bands**
 - May include logo placement, signage, recognition
 - Various cash and in-kind support opportunities available
- ♦ **Volunteer Recognition Dinner**
 - May include logo placement, signage, recognition
 - Various cash and in-kind support opportunities available

The following one time cash and/or product donations are available, [the wholesale value of which may be applied to a sponsorship package](#) and/or may be recognized with [plaques, signage, recognition letter](#), logo placement and/or acknowledgement at City Events:

- ♦ **Astroturf at Manhattan Village or Marine Soccer Field**
- ♦ **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.)
 - Blow Up Sumo Wrestling Suits Rental
 - Project Adventure Bag
- ♦ **Other Teen Center Opportunities**
 - 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**

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- Playground equipment for Polliwog East Tot Lot, Manhattan Heights Tot Lot, Marine Ave. Park and Village Tot Lot
- Building Sign for Joslyn Park
- Ping Pong Tables for Live Oak Park Hall
- Table Tennis tables for Manhattan Heights Park
- Storage shed for Sand Dune Park
- Outdoor play/impact pads
- Large coolers w/ wheels
- Display cabinet for each Playground Program room
- New phones for the playgrounds
- Portable music system
- 1000 T-shirts with playground program logo
- Video/digital Camera
- 4 Pup Tents
- Sports Equipment
- Arts and Crafts Supplies
- Banners for Program
- Furniture for the Joslyn Center and Manhattan Heights
- TV and video games for each playground
- Prizes to be used for Special Events
- ◆ **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
 - Ball Machines for Live Oak Park and Marine Ave. Park
 - Flowers, trees and shrubs for Veterans Parkway
 - 100 new floor hockey sticks & 8 goals
 - Nextel radios for each park so staff can communicate
 - Fitness Stations at Veterans Parkway, Polliwog and Manhattan Avenue Parks
 - Synthetic Basketball court surfacing at Live Oaks, Marine Ave and Manhattan Heights Parks

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

Xxxx
Xxxxx
xxxxxxx

BLU MOON Group, Inc.



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

Background

The city of Manhattan Beach is unique in its combination of being both a small town and a beach city with a sophisticated, wealthy population that has high expectations for culture, services and standard of living. Residents tend to know one another and attend cultural events as a way to socialize with the community. They are accustomed to city events that are free, high quality, not over run with people from outside the community and free of blatant commercialism.

The Manhattan Beach Department of Parks and Recreation, through its many activities and services including the Art Festival, Concerts in the Park, and the nearly free after school and summer elementary and middle school children's enrichment programs, has created a unique environment that makes Manhattan Beach a premiere place to live. The department has cultivated the development of value added services and a culture of customer service that can be further built upon. As one city employee put it; Parks and Recreation is the inspiration for the destination.

This combination of high quality and highly attended events should have a tremendous appeal to local businesses to become marketing partners with the city, supporting city activities, while promoting their businesses. At the same time, like many cities and organizations, Manhattan Beach must balance its need to defray the costs of services by bringing in corporate support, with government restrictions and regulations, as well as resident expectations. Concurrently, the city must address the sentiment among local businesses that they are over tapped, being approached multiple times throughout the year by many sources, sometimes receiving a low perceived return on their investment.

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

In order to achieve both the city's desire to identify innovative, low impact ways to bring in corporate support for its numerous cultural events and local business' concerns with receiving a high return on their investment, and a clear understanding of the annual expectations on them in terms of support, the primary recommendation is that the city approve the annual marketing partner solicitation document, incorporating all city activities available for support and incorporating marketing, promotion and recognition benefits to those corporate supporters. These opportunities are offered in packages, as well as individually, allowing for annual support, as well as maximum customization. The purpose is to encourage annual support of multiple city events/programs and incorporate multiple recognition opportunities and deeper connection between corporate partners and the City of Manhattan Beach.

Using this Document

This document is designed to be regularly updated and adjusted as new ideas and opportunities develop, recommendations are implemented and programs grow. Alone, the new bundled opportunities created for corporate partners account for \$276,000 in potential support.

Inventory

Events/programs and recognition opportunities that the city is currently implementing, independently or with collaborative partners, or may start implementing and that we recommend be made available for sponsorship and/or incorporated into sponsor packages as they provide sponsor recognition and exposure opportunities.

Existing Support Opportunities

Events and programs currently produced by the City.

1. **Art in Public Places** – permanent works of art at sites throughout the city
2. **Bus Excursions:**
 - a. 12 times per year
 - i. 2 for older adults only
 - b. 45 participants each
 - c. Participant fees - \$50 per trip
 - d. Sponsor dollars support buses, meals, entertainment
3. **Creative Art's Center** – Student exhibition and ceramics facility
4. **Concerts in the Park** – In its 25th year, providing a wide variety of music
 - a. 11 concerts, June – September
 - b. 50,000 attendees
 - c. Attendees donate cash to support the concerts
 - d. Sponsor dollars support entertainment
 - e. Cost - \$1200 - \$1600 per concert
5. **Cultural Arts** – visual and performing arts classes, dance, music, poetry and lectures to build self-esteem and entertain
6. **Dial-a-Ride:** Demand response transportation for Manhattan Beach resident Seniors 55 and over and residents with disabilities
 - a. Year round
 - b. Primary Demographic, 55+

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- c. Secondary Demographic, Disabled
- d. Prop A Funded
- 7. **Earth Day** – 12 year program promoting environmentally sound practices co-produced with VOICE
 - a. April
 - b. 1000 plus attendees
 - i. Families
 - c. Sponsor dollars support entertainment, volunteers, staffing, need to be coordinated with VOICE
 - d. Cost - \$2500
- 8. **Family Recreation Events**
 - a. **Family Camp Out** – Overnight camping program at Manhattan Heights Park for the last 11 years, includes games, dinner, bonfire, breakfast and other activities
 - i. May
 - ii. 150 participants
 - iii. Participant Fees - \$20 per camper
 - iv. Sponsor dollars support equipment, supplies, meals, snacks, crafts projects, entertainment
 - b. **Family Crafts Night / Holiday Workshop** – Creation of arts and crafts projects, carol singing and holiday celebration at the Joslyn Community center
 - i. 1st or 2nd Sunday in December
 - ii. 250 participants
 - iii. Sponsor dollars support food, crafts supplies and staffing
 - iv. Cost - \$1000
 - c. **Family Fishing Derby** – Teaches families how to catch fish in a derby/clinic setting for the last 16 years
 - i. May (at Family Camp Out)
 - ii. 300 + participants
 - iii. Sponsor dollars support supplies (rods and bait) and awards
 - d. **Family Kite Festival** – Participants learn the art of kite making at this 17 year old event that garners media attention. Workshops are held the week prior to and day of the event so that every participant can make and fly a kite
 - i. Sunday in April; currently on hold due to location
 - ii. 300 + participants
 - iii. Sponsor dollars support supplies
 - iv. Cost - \$1000
 - e. **Pool Parties**
 - i. Pool kick off party
 - ii. July 4th Pool Party
 - iii. Labor Day Pool BBQ
 - f. **Halloween Carnival** – Put on by the children in the after school program for over 16 years with game booths, costume contests, parade, haunted house and a fun house
 - i. Last Saturday in October
 - ii. 400 + attendees

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- iii. Sponsor dollars support Costume contest, haunted house, booths, food & refreshments, costume parade, pumpkin patch, cookie decorating
- iv. Cost - \$2000
- g. **Ice Block Bowling** – a Family event involving sliding down a hill on blocks of ice into inflatable bowling pins
 - i. May (At Family Camp Out)
 - ii. 100 participants
 - iii. Participant fees - \$3 each
 - iv. Sponsor dollars support prizes, equipment
 - v. Cost - \$50
- h. **Community Clean-Up** – Community members are invited to help clean up the parks for the last 12 years, includes painting, cleaning and repairing equipment and cleaning up the park
 - i. 2 per year, April and November, Polliwog and Manhattan Heights Parks
 - ii. 30 volunteers per event
 - iii. Sponsor dollars support supplies and equipment (plants, brushes, paint, etc.)
- 9. **Los Angeles Philharmonic Lecture/Concert Series**– spring and summer lecture/concert series
 - a. 4 - 6 times per year
 - b. 18 -22 participants per event
 - c. Pre concert lectures at Manhattan Heights first night, Los Angeles Philharmonic performances at Walt Disney Concert Hall or the Hollywood Bowl second night
 - d. Participants pay \$36 - \$70
 - e. Sponsor dollars support transportation, concert tickets, lecture, refreshments
 - f. Cost - \$1960
- 10. **Manhattan Beach Arts Festival** – Annual event with hands-on art making, music and dance performances for 9 years
 - a. September
 - b. 10,000 attendees
 - c. Sponsor dollars support booths, personnel, supplies, refreshments
 - d. Cost - \$50,000 - \$120,000
- 11. **Manhattan Nights** – Summer jazz and world music series for 13 years, it is currently not on the schedule due to lack of location
 - a. Four concerts, March – June
 - b. Currently removed from the schedule
 - c. Sponsors support entertainment, refreshments
 - d. Cost - \$300 per concert
- 12. **Marine Camp** – Enrichment program during school holidays for 6 -12 year olds
 - a. Seasonal – winter, spring and summer breaks
 - b. Held at Marine Park 7:15 am – 6 pm
 - c. Up to 60 participants
 - d. Participant Fees - \$89 - \$95 per week participants
 - e. Cost - \$6000

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

13. **Mayor's Golf Tournament** – Annual golf tournament benefiting the Manhattan Education Foundation
 - a. October
 - b. Golfers pay \$160 - \$180 each; \$35 per dinner guest
 - c. Sponsor dollars support awards, refreshments, Manhattan Beach Education Foundation
14. **Movie Madness/Playday** – For the last 2 years, children come to Joslyn Center or Heights Park to watch a movie and play games.
 - a. 2 – 4 times per year
 - b. 15 – 20 kids per event
 - c. Participant fees - \$5
 - d. Sponsor dollars support snacks
15. **Ocean Express** – Free shuttle bus system that brings tourists from the airport hotels to Manhattan Beach
 - a. Year round
 - b. Sponsor dollars support bringing tourists to Manhattan Beach
 - c. Cost - \$12,000
16. **Older Adult Activities**
 - a. **Bus Excursions** – Excursions to popular sites in the South Bay, providing the community low cost, pre-planned trips
 - i. 2 times per year
 - ii. 45 participants
 - iii. Participant fees - \$40 per trip
 - iv. Sponsor dollars support buses, meals, entertainment
 - b. **Luncheons** – Opportunity for older adults to socialize with entertainment, excursions and prizes, and a holiday celebration lunch in December
 - i. September, March and May
 1. Excursions
 - ii. December
 1. Holiday luncheon in Manhattan Beach
 - iii. 120 participants per luncheon
 - iv. 10 volunteers per luncheon
 - v. Participant fees - \$10 per lunch
 - vi. Sponsor dollars support buses, food, entertainment, prizes
 - vii. Cost - \$2200 each for excursions, \$3000 for Holiday luncheon
 - c. **Movie Day** – Screening of a Classic Movie for adults 55 and over, held for the last 2 years
 - i. April
 - ii. 15 people attend
 - iii. Joslyn Community Center
 - iv. Sponsors dollars support refreshments
 - v. Cost - \$200
 - d. **Pool Tournament** – held at the local teen center for the last 2 years
 - i. March
 - ii. 35 participants
 - iii. Sponsor dollars support awards
 - iv. Cost - \$75
17. **Parks** – 6 staffed and 4 unstaffed parks

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- a. 300,000 visitors per year
- 18. **Pier Lighting** – Family holiday kick-off event for over 15 years, with music, Santa, hot cocoa and cookies, culminating in the official lighting of the pier
 - a. First Saturday in December
 - b. Sponsor dollars support refreshments, entertainment, supplies
 - c. Cost - \$1700
- 19. **Playground Program** – Non-Custodial winter, summer, and spring program free and open to the public for 6 – 12 year olds that coincides with school vacations, also offer a before care enrichment program.
 - a. Year round 3- 6 pm during the school year, 10am – 6 pm during school vacations
 - b. 168 – 700 + per week
 - c. Program is free, participants pay \$3 - \$30 for special trip days
 - d. Receive cash donations from participants
 - e. Sponsor dollars support special activities (i.e. Egg Hunts, Movie Day, Pizza Day, Disneyland, Knots Berry Farm, special programs, etc.), materials, supplies
 - f. Cost - \$125,000
- 20. **Project Adventure Equipment** - support equipment used for team building among kids, teens and families
 - a. Sponsors support purchase of equipment
 - b. Cost - \$1500
- 21. **Sand Castle Contest** – In it's 45th year and part of the 3-day Surf Festival activities for 7 years, this is a family competition with 5 categories of winners
 - a. August
 - b. 300 participants plus spectators
 - c. Sponsor dollars support supplies, awards, refreshments
 - d. Cost - \$800
- 22. **Senior Health Fair** – In cooperation with South Bay Family Healthcare Center, the Kiwanis club and the Soroptimists, promotes health and wellness for 27 years
 - a. 3rd Friday in May
 - b. 200 – 300 participants
 - i. Primary Demographic, 65+
 - ii. Secondary Demographic, 55+
 - c. Participant fees - \$4 - \$20
 - d. Booth sponsors fees - \$75
 - e. Sponsor dollars support costs of screenings, lunch, entertainment, give-aways
 - f. Cost - \$2000
- 23. **Shakespeare By the Sea** – Performances staged at Polliwog Park by the Shakespeare By the Sea Theatre Company, co-sponsored by the LA Dept. of Cultural Affairs, and Congresswoman Jane Harmon
 - a. July
 - i. 2 performances at Polliwog Park
- 24. **Sports**
 - a. **Aquatics program**
 - i. Year round
 - b. **Manhattan Beach Junior Satellite Tennis Tournament** – SCTA/USTA sanctioned junior tennis tournament

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- c. **Manhattan Open Tennis Tournament:** For 30 years, this has been an open/competitive, single elimination tournament, sanctioned by the USTA
 - i. 2 weekends in July
 - ii. Over 200 participants
 - iii. Participant fees - \$35 - \$45
 - iv. Sponsor dollars support prizes, cash awards, t-shirts, give-aways, officials, water, awards, balls, printing
 - v. Cost - \$6500
- d. **Slo-Pitch Softball** – 3 Leagues: 16" Men's, 12" Co-ed, and Men's 55+
 - i. Cost - \$1500 per league
- e. **Sports Classes and camps** – volleyball, beach fitness, surfing, golf, baseball, soccer, basketball
- f. **Sport Leagues and Tournaments** – Beach volleyball, adult soccer, men's and Co-ed slo-pitch softball, Indoor volleyball, youth basketball, adult co-ed kickball
- g. **Tennis**
 - i. Participant fees - \$5 - \$7 per hour
 - ii. 6 courts at Live Oak, 10 courts at Mira Costa available weekdays after 3 pm, weekends and summers
 - iii. Sponsor dollars support advertising, marketing, give-aways
- 25. **Swing 'n' Sway Dance Nights** – Ballroom dance program for adults for 18 years, with music provided by D.J.s
 - a. 2nd Friday of each month
 - b. Up to 100 participants
 - c. Participant costs - \$6
 - d. Sponsor dollars support refreshments, D.J.s
 - e. Cost - \$700 per dance
- 26. **Teen Center** – Provides Manhattan Beach teens with a positive recreational experience.
 - a. Year round
 - b. 25 – 40 participants per day
 - c. Participant fees - \$12 per year
 - d. Sponsor dollars support special events, day trips, special projects
- 27. **Teen Center Seasonal Camps** – Winter, spring and summer camps for 6th – 8th graders during school holidays
- 28. **Teen Center Halloween Haunted House** – Part of the family Halloween Carnival, turn the teen center into an adventure maze to appeal to 1st – 5th graders
 - a. Late October
 - b. 200 – 400 participants
 - c. Participant fees - \$.50
 - d. Sponsor dollars support production costs and supplies
- 29. **Teen Center Talent Show / Battle of the Bands** – Teen talent show at the Joslyn Center for 8 years, with dance, music, solo and skits
 - a. March
 - b. 50 participants, 500 spectators
 - c. Sponsor dollars support prizes, refreshments
- 30. **Teen Trips**

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- a. **Knott's Scary Farm** – Bus trip to give teens something to look forward to at the beginning of the school year, while Knott's Berry Farm is decorated for Halloween
 - i. October
 - ii. 120 participants
 - iii. Participant fees - \$35
 - iv. Sponsor dollars support buses, snacks
 - b. **Rule Squad Trips** – summer trips for teens
 - i. Universal Studios- July
 - ii. Knott's Berry Farm- July
 - iii. San Onofre Trip- July
 - iv. Wild Rivers- July
 - v. Mulligan's- August
 - vi. Wakeboarding at Big Bear Lake- August
 - vii. Magic Mountain-August
 - viii. Skate trips and more!
 - ix. 30 – 40 participants per trip
 - x. Sponsor dollars support buses, scholarships, equipment, snacks
 - c. **Snowboard Trips** – Bus trips to Snow Summit and Big Bear Mountain scheduled around school holidays. Outreach program for teen center and way to raise funds for the teen center
 - i. 5 times per year, including Mammoth
 - ii. 50 participants per trip
 - iii. Participant fees - \$55 per trip Big Bear/Snow Summit; \$300 per trip Mammoth
 - iv. Sponsor dollars support scholarships, buses, equipment discounts, give-aways
 - v. Snow Summit costs - \$2750 per trip
 - vi. Mammoth costs - \$15,000
31. **Volunteer Program** – engages residents in city service
- a. Year long
 - b. 1000 + participants
 - c. Sponsor dollars support t-shirts, give-aways
 - d. Cost - \$2000
32. **Volunteer Recognition Dinner** – honors city volunteers
- a. April
 - b. 220 – 300 attendees
 - i. Primary Demographic, 55+
 - ii. Secondary Demographic, 15+
 - c. Co-produced with Police Department (pay half of costs)
 - d. Sponsor dollars support entertainment, give-aways
 - e. Cost - \$13,000

Additional components for Existing Opportunities

Elements that can be added to existing support opportunities. Some have been incorporated into our sponsor recommendations. We would recommend, however, that you consider all of them as possible components.

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- **Fundraising collateral for distribution at cultural events recognizing corporate sponsors:** To be used for soliciting individual, personal donations and for corporate and individual donor recognition
- **Corporate sponsor recognition in Manhattan Beach Calendar and mailers**
 - Opportunities to include sponsor inserts with mailer
- **Corporate sponsor recognition in event media**
- **Product sampling and give-away opportunities at existing events**
- **Gift bag opportunities at existing events**
- **Adjunct fundraising opportunities**
 - Ex. Art auction as part of the Arts Festival
- **Sponsored materials**
 - Buckets and shovels for Sand Castle contest
 - Nature coloring book for Playground program
 - 8.5 x 11' 8 page + cover (2/c cover, 1/c interior) coloring book and nature treasure hunt focusing on wildlife, plants and other elements specific to Manhattan Beach parks
 - Completed book can be brought to sponsor retail location for "prize"
 - Cost – 1000 - \$780; 5000 - \$1335
 - Project Adventure "goodie bag"
 - Recognition plaques for Community Clean-Ups
 - To be given to participants, and include Community Clean-Up sponsor logo

New Support Opportunities

Additional events/programs that we would recommend implementing to further your opportunities with marketing partners. We have incorporated only a few into our sponsor recommendations. We would, however, strongly suggest that you consider all of them. In particular, Metlox Plaza Events and official City of Manhattan Beach Merchandise are compelling.

Metlox Plaza affords an interesting opportunity as the city is likely to be seen as responsible for events there, whether they are city events or not. At the same time, there are built in marketing partners / sponsors among the businesses there, anxious to draw people to the Plaza and to be seen as good corporate citizens.

The City of Manhattan Beach is a recognizable brand. An entrepreneur is certain to capitalize on this with merchandise at some point. We would recommend that the city take advantage of its positive branding and develop official merchandise that can be sold at city events, as well as register and trademark the name with a number of taglines.

- **Chamber/Downtown Business Association/City joint events**
 - Mixers
 - Dinner of Champions (Chamber event day before Manhattan Open)
 - Raising a Winner (Chamber event)
- **Dial-a-Ride brochures**
 - Brochures containing Manhattan Beach information and including sponsor logos to be distributed to Dial-a-Ride users

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- **Official Manhattan Beach Merchandise:** “The City of Manhattan Beach’ should be trademarked and registered with a variety of tag lines. In addition, the Parks and Rec logo ‘mark’ (also to be trademarked and registered) has 4 quadrants representing music/performing arts, fine art, sports and parks. There is an opportunity to create and sell an on-going series of merchandise utilizing variations on the signifying quadrant of the logo as collectible items affiliated with city events. These items could also be sponsor supported and include sponsor logos. Iterations include:
 - T-shirts
 - Hats
 - Jackets
 - Posters
 - Limited edition Concerts in the Park posters and t-shirts
 - Percentage of funds may go to Mira Costa High School Orchestra and/or Manhattan Beach Education Foundation
 - 4/c poster production
 - 2500 - \$1200; 5000 - \$1770
 - 10,000 - \$2805
 - 4/c front, 1/c back T-shirt production costs
 - 5000 - \$19,475 – \$22,225
 - 10,000 - \$37,725 - \$43,225
 - Cost of posters to be covered by sponsor, at \$10 per poster with 50% of sales going to Orchestra, city earns \$25,000 on sale of 5000 posters
 - At cost of \$4.45 per t-shirt, to be sold for \$15 each with 50% of sales going to orchestra, city earns \$26,375 on sale of 5000 t-shirts
- **Metlox Plaza Events**
 - Farmer’s market
 - Friday evening concerts
 - Could be Manhattan Nights concerts
 - Grand Opening
 - Saturday Children’s events
 - Reading hours
 - Saturday family events
 - Classical music concerts
 - Chess and checkers tournaments
- **Sponsor recognition event**
- **Vending machines**
 - To be bid out

Non-City produced Events for possible Collaboration

Events held in Manhattan Beach, produced by outside sources

- **10-k Races**
- **Grand Prix**
- **Old Hometown Faire**
- **Manhattan Chamber of Commerce Events**

‘BLU MOON...We Align the Stars’

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- **Downtown Business Association Events**
- **International Surf Festival**
- **California Beach Volleyball Association (CBVA) Events**
- **AVP**

One-Time/Donated Goods and Services Support Opportunities

The Parks and Recreation team have created a list of opportunities for one time financial or product donations to the city to be recognized with plaques and signage acknowledging the donation. These items have been integrated into the sponsor materials. Some of these items may be requested directly from manufacturers and retailers and can offset costs to the city, as well as add value to existing city events and programs.

Existing Recognition Opportunities

Elements already available to be utilized to recognize city supporters.

- ◆ **Name/Logo placement**
 - Website
 - Flyers
 - Distributed through parks and recreation, school district and partner businesses
 - Brochures
 - Direct Mail
 - Banners
 - 7 locations available for sponsor logo inclusion
 - Set criteria for logo placement, size, co-branding
 - Pole Flags
 - Set criteria for logo placement, size, co-branding
 - Beach Reporter Ads
 - 18 full page ads per year
 - Calendar
 - General
 - Event listings
 - Back cover
 - Entry forms
- ◆ **Recognition**
 - At events
 - Ground breakings
 - Manhattan Life Cable TV Show
 - Press releases

Potential Additions to Existing Recognition Opportunities

Elements we would recommend adding for sponsor recognition opportunities, not currently integrated into sponsor packages.

- ◆ **Calendar**
 - Segmented (i.e. teens, seniors, families, etc.)
- ◆ **Chamber Chat**

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- Monthly recognition opportunity for Chamber Members
- ◆ **Direct Marketing of Manhattan Beach**
 - Market community to travel industry
 - Market community to pilots and flight attendants
- ◆ **Direct Mailing Lists**
 - Segmented (i.e. teens, seniors, families, etc.)
- ◆ **E-mail blasts**
- ◆ **Flyer Stands**
 - To distribute flyers in doctor's offices, restaurants, drug stores, hotels
- ◆ **Newsletters**
 - General
 - Segmented (i.e. teens, seniors, families, etc.)
 - Additional
 - Chamber, Downtown Business Association
- ◆ **Program Packets**
- ◆ **Title Sponsorships**
 - Battle of the Bands
 - Sporting Events
 - Jr. Satellite Tennis
 - Fishing Derby
 - Kite Festival
- ◆ **In-Park signage**
 - Field
 - Benches
 - Plaques
- ◆ **On-going, Annual Recognition**

New Recognition Opportunities

Additional recognition components that we recommend implementing, some have been incorporated into the sponsor opportunities, but we would recommend reviewing and considering them all.

- ◆ **Fundraising Brochures/Collateral**
 - Encouraging individuals to financially support activities, can also serve as a sponsor recognition tool
- ◆ **Directory/Map**
 - To be distributed through Ocean Express, local businesses, Airport hotels, travel agents, etc.
 - 50,000 hotel guests around airport hotels
- ◆ **Official Manhattan Beach Merchandise**
 - Sponsor logo incorporation
- ◆ **Promotional opportunities for sponsors at events**
 - Coupons
 - Give-aways
 - Sampling
 - With council approval
 - Discounts
 - Swag
- ◆ **Permanent Sponsor recognition plaques**

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- Potential location at 13th street outdoor theater space

Existing Sponsorships Available

Sponsor opportunities already created and presented to potential corporate partners

- ◆ **Calendar/ Class Schedule Sponsor**
 - Back Inside Cover - \$5000
 - Advertisement
- ◆ **Concerts in the Park**
 - Concert Sponsor - \$3000
 - Signage
- ◆ **Family Fishing Derby**
 - In-Kind
 - Equipment and Supplies
 - Recognition
- ◆ **Family Kite Festival**
 - In-Kind
 - Prizes
 - Recognition
- ◆ **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
 - 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
 - Area Sponsor - \$2500
 - 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

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- ◆ **Mayor's Golf Tournament**
 - 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
 - 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
 - Program Sponsor - \$2500
 - 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
 - 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
- ◆ **Pier Lighting**
 - In-Kind
 - Refreshments
 - Signage
- ◆ **Playground Program**
 - Donations - \$20 - \$100
- ◆ **Senior Health Fair**
 - Booth Sponsor - \$75
 - Booth
 - In-Kind
 - Door prizes
 - Recognition

'BLU MOON...We Align the Stars'

Plan Prepared by BLU MOON Group, Inc. 9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- ◆ **Talent Show / Battle of the Bands**
 - In-Kind
 - Prizes
 - Recognition

BLU MOON Group, Inc.

Sponsor Benefits

The committee is looking for Council to approve these items

1. Company name and link on City of Manhattan Beach Parks and Rec website
 - This would be its own page, listing all annual sponsors and providing links to their websites for one year. It would be accessed from the parks and recreation section of the website
2. Opportunity for Company to be recognized on Manhattan Life Cable TV show
 - An acknowledgement at the end of a show, see acknowledgement formats above
3. Opportunity for 30-minute slot on Public Access cable channel
 - Providing company a 30-minute slot to distribute city approved content
4. Signage at Creative Arts Center during select exhibitions
 - Signs at entrance and near refreshments during exhibits only
5. Recognition in Sports camp registration materials
 - Acknowledgement in registration materials
6. Framed plaque recognizing support for scholarships for Mammoth Snowboarding trip and Rule Squad trips
 - These plaques would be given to the businesses, not hung in the teen center
7. Plaques recognizing donations of specific items will be on the items themselves
 - Ex. If a pool table is donated, the table will have a plaque on it recognizing the donor.
8. Donations of lower cost items to be acknowledged with recognition letter from city and/or acknowledgement at city events

Sponsor Benefits to Be Reviewed

Committee would like further direction from the Council on these items

1. Invitation to and recognition at all city groundbreakings, celebrations and sponsor
 - Written invitations from the city to its sponsors to attend these public events. City officials would generally take these opportunities to acknowledge city supporters. We would also recommend some kind of annual sponsor recognition event. The MB Ed Foundation has offered its art show opening as a venue for the sponsor recognition event
2. May include company listed on Manhattan Beach map to be distributed in Ocean Express buses, hotels, restaurants and shops
 - Utilizing existing or creating new map or brochure with sponsor names and/or logos to be distributed through the ocean express and hotels near the airport. This could also be a general brochure on the city that has a page listing all of the city sponsors with their logos and that would be distributed at all city events. The collateral would be updated each year. If approved, Ocean Express would then have to agree to its use.

'BLU MOON...We Align the Stars'

9/16/2005

judy@blumoon.com leslie@blumoon.com

Page 1 of 2

BLU MOON Group, Inc.

3. Company acknowledgement at renovated tennis court
 - This would be in the form of a one-year plaque on the court fence, preferably at Mira Costa with school's okay.
4. Company acknowledgement 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
 - This would be a new program that includes a coloring book and some kind of project (identify indigenous plants, for example) for kids to complete and bring back to the sponsor for a prize. It is paid for with sponsor dollars and in return, the sponsor is acknowledged on the front and/or back cover
5. Annual Sports Fan recognition through plaque or sign at select Manhattan Beach park
 - Suggest limiting to Marine and/or Polliwog Park. Plaques would be at backstop at baseball diamond or other appropriate location tbd
6. Opportunity to sell Concerts in the Park Posters to benefit (50%) Mira Costa High School Orchestra performance at Carnegie Hall
 - This would be a new program paid for with sponsor dollars. City would provide posters and POP display. The posters would be based on the annual parks and rec design and would not have any corporate logo or acknowledgement. Sponsors could, however, provide wrapping or paper ring around poster with their name on it.
7. Company information available to all Dial-a-Ride users
 - In the form of brochures, samples, coupons and/or give-aways. If have multiple sponsors, these would be given as goodie bags.
8. Donated items
 - In lieu of or in addition to cash
9. Co-logoed items to be provided at city events
 - The types of items that sponsors could provide would be limited and have both the sponsor and city logos on them. For example, at concerts in the park, they would have the option to provide any of the following: Picnic Baskets/Bags, Portable Coolers, Blankets, Trash Bags, Picnic Food or Drink Items / Discounts on items, Re-Useable Bags. The sponsor would pay all design, production, printing and material costs.

'BLU MOON...We Align the Stars'

9/16/2005

judy@blumoon.com leslie@blumoon.com

Page 2 of 2

BLU MOON Group, Inc.

Manhattan Beach Marketing Partner Guideline Recommendations

- City provides all signage, banners, collateral, etc.
- Annual Parks and Rec events design, based on Parks and Rec logo, will be applied to all:
 - Collateral
 - Signage
 - Banners
 - Posters
 - Brochures
 - Flyers
 - Programs
 - Event advertising
 - Etc.
- Corporate Logos (no tagline or advertising) may be included in:
 - Flyers
 - Event advertising
 - Brochures
 - Guides
 - Programs
 - Registration materials
 - Public Access Cable Television
- Company Name / Acknowledgement may be included in:
 - Banners
 - Signs
 - Plaques
 - Registration materials
 - Items for children
 - Public Access Cable Television
- Company Name Acknowledgements to read:
 - The City of Manhattan Beach (and/or the City of Manhattan Beach Department of Parks and Recreation) thanks Company, Company, Company for its/their generous support of Event/Item/Program
 - Ex: The City of Manhattan Beach Department of Parks and Recreation thanks Skechers, The Kettle and Vons Grocery Store for their generous support of the Manhattan Beach Sand Castle Contest
 - The City of Manhattan Beach (and/or the City of Manhattan Beach Department of Parks and Recreation) thanks its Year Sponsorship Title, Company, for their generous support of item being supported in Manhattan Beach
 - Ex: The City of Manhattan Beach thanks its 2006 Tennis Fan Sponsor, Waste Management, for their generous support of tennis programs in Manhattan Beach
 - The City of Manhattan Beach (and/or the City of Manhattan Beach Department of Parks and Recreation) thanks Event title title/presenting sponsor Company for their generous support
 - Ex: The City of Manhattan Beach and the City of Manhattan Beach Department of Parks and Recreation thanks Battle of the Bands presenting sponsor Bank of America for their generous support

'BLU MOON...We Align the Stars'

9/16/2005

judy@blumoon.com leslie@blumoon.com

Page 1 of 3

BLU MOON Group, Inc.

- The City of Manhattan Beach (and/or the City of Manhattan Beach Department of Parks and Recreation) thanks Company, title/presenting sponsor Company of the Date Event Title
 - Ex: The City of Manhattan Beach Department of Parks and Recreation thanks CataList Homes, presenting sponsor of the August 21st, 2005 Concerts in the Park
- Event signage
 - Size
 - Outdoor - 4' x 7'
 - Indoor – 18" x 24" on easel
 - Banners – 3' x 30'
 - Back drops
 - Locations
 - Outdoor stage
 1. signage below speakers
 2. banners above stage
 3. back drops
 - Outdoor no stage
 1. banners at designated locations
 - indoor
 1. on easel at entry
 2. on easel at refreshments
 - Types
 - Signs
 - Banners
 - Back drops
- Recognition signage
 - Types
 - Public plaque
 - Public signage
 - Plaque to be given to partners
 1. engraved with Parks and Rec logo
 - Sizes
 - 8.5" x 11"
 - Locations
 - Parks (Marine Avenue and/or Polliwog Parks)
 1. Temporary plaques, not field signage
 2. Items donated for the good of the park would have recognition signage on the item itself
 - Tennis courts
 1. Temporary plaque
 1. net
 2. court fence
 - Baseball diamonds
 1. Backstop
 2. Scoreboard
 - Cultural arts center
 1. At specific events only
 1. entrance

'BLU MOON...We Align the Stars'

9/16/2005

judy@blumoon.com leslie@blumoon.com

BLU MOON Group, Inc.

- 2. inside
 - Art in public spaces
 - 1. small plaque at base
 - Teen Center
- Logos
 - Partner logo sizes compared to MB logos
 - Title - 1.5:1
 - Presenting – 1:1
 - Sponsor - .5:1
 - Partner logo placements
 - Title
 - 1. above title
 - Presenting
 - 1. below title
 - Sponsor
 - 1. at bottom
 - MB logo placements
 - 1. at top
- Announcements – by MB staff only
 - Length
 - TBD
 - Content
 - Sponsor acknowledgement
 - Sponsor thank you
- Collateral and item give-aways
 - To be approved by committee prior to distribution
 - Ex. Dial-a-ride
 - Brochures, logoed items, coupons, etc. No junk mail

'BLU MOON...We Align the Stars'

9/16/2005

judy@blumoon.com leslie@blumoon.com

Page 3 of 3



The City of Manhattan Beach Department of Parks & Recreation

***Thanks* SKECHERS, THE KETTLE, VONS GROCERY STORE**

For their generous support of the Manhattan Beach Arts Festival



The City of Manhattan Beach Department of Parks & Recreation

***Thanks* SKECHERS, THE KETTLE, VONS GROCERY STORE**

For their generous support of the Manhattan Beach Arts Festival



4 x7 banner



The City
of Manhattan Beach
Department of Parks & Recreation

Thanks
CATALIST HOMES
Presenting Sponsor of the August 21st, 2005
CONCERTS IN THE PARK

The banner features the City of Manhattan Beach logo on the left and the Department of Parks & Recreation logo on the right. The background includes faint silhouettes of a person playing tennis and a person playing a tennis racket.

18 x 24 sign



The City
of Manhattan Beach

Thanks
BATTLE OF THE BANDS
Presenting Sponsor
Bank of America
For Their Generous Support

The sign features the City of Manhattan Beach logo on the left and right. The background includes faint silhouettes of a person playing tennis and a person playing a tennis racket.