



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

DATE: June 21, 2005

SUBJECT: Consideration of a Marketing Plan for Manhattan Beach Parks and Recreation Department Programs and Activities

RECOMMENDATION:

Staff recommends that the City Council approve the Marketing Plan for the Manhattan Beach Parks and Recreation Department programs and activities and authorize the City Manager to negotiate an agreement with the Blu Moon Marketing Corporation.

FISCAL IMPLICATION:

If the attached marketing plan is approved, there is a potential for additional revenue to be raised through the sponsorship of City recreation programs up to approximately \$276,000.

BACKGROUND:

The Manhattan Beach Department of Parks and Recreation provides a variety of programs, activities and special events for the residents of Manhattan Beach throughout the year. Several events and programs are very popular, attract large crowds and have the potential to attract large sponsorships. In the past, the department has only been able to attract small local donors for its programs except for the annual arts festival, where the department hired a consultant to secure sponsorships up to \$60,000. The former marketing consultant for the department quit last January to pursue other employment. With the loss of the former marketing consultant, staff issued an RFP for the marketing of all of its programs. As a result, Blu Moon Marketing Group was hired to develop a marketing plan for the department.

DISCUSSION:

Attached is a comprehensive marketing plan for the department's recreation programs, coordinated by the Blu Moon Marketing Group. The comprehensive plan is divided into three components. The first section is a comprehensive inventory of all of the department's existing programs. The second section organizes each of the existing programs into sponsorship packages with the existing advertising and types of recognitions currently in practice. The last section identifies a) new support opportunities, b) potential additions to existing recognitions opportunities, and c) new recognitions opportunities.

The new sponsorship package opportunities for corporate partners is estimated to have the potential to bring in approximately \$276,000 in additional sponsorship revenue for the City.

Staff is aware of the concern for over commercialization as was the Blu Moon Marketing Group (one of the partners is a Manhattan Beach resident). The types of new recognitions and opportunities proposed are fairly discreet and sensitive to the community's concerns for over commercialization.

Staff believes that if it is the Council's intention to increase revenue for the Recreation Department, the attached proposal with Blu Moon is essential to achieving the goal. The Parks and Recreation Department has been very creative over the last several years in creating more opportunities to increase revenue. However, we are at a point where we feel we have reached our limits as to what we can do without increasing donor and sponsor revenue. As Council is aware, fees for facility reservations and class registration were recently raised to their maximum limits. Additionally, class registrations have leveled off over the last two years. Also, as noted in another agenda item for Tuesday's Council Meeting, the department has provided a staff report detailing the loss of our former event coordinator and fundraiser for the Arts Festival. This event alone has raised between \$22,000 and \$65,000 through sponsorships to help defray the costs of the Festival.

Therefore, staff believes that without new revenue sources such as those outlined in the proposal, we are pretty much at our limit raising revenue for the department. Staff requests that the City Council review and discuss the attached proposal; accept the presentation by the Blu Moon Marketing Group during Tuesday night's meeting and authorize the City Manager to negotiate and execute an agreement with the marketing firm.

- Attachments:
- A. Cover letter from Blu Moon
 - B. Proposal
 - C. Summary of new opportunities

BLU MOON Group, Inc.

City Council Members
 City of Manhattan Beach
 1400 Highland Avenue
 Manhattan Beach, CA 90266

June 9, 2005

Dear City Council Members,

We are pleased to deliver to you the draft City of Manhattan Beach Marketing Partner Procurement Plan, commissioned by the Department of Parks and Recreation. The plan includes a Sponsorship Deck and supporting information for the procurement of annual city marketing partners and sponsors. We will be presenting this plan to you at your City Council meeting on June 21st, on behalf of the Parks and Recreation Department and will be looking for your input, revisions and parameters at that time.

Although we are presenting a single recommended plan, there are four options for your approval:

- 1) **Business as usual**; No change from current opportunities and sponsor approach.
- 2) **Package existing opportunities**; No change from current opportunities, but sponsors approached annually to support multiple events and activities.
- 3) **Innovative Municipality Marketing**; Adoption of plan presented, inclusive of packaged events, activities and mutually beneficial sponsor recognition.
- 4) **Innovative Municipality Marketing** with modifications; Adoption of plan presented with modifications.

Once a plan is approved, we also recommend that the Council permit the department to set criteria for recognition elements being offered, including logo sizes and placement, use of the City and Parks and Recreation logos, types of sponsors, signage placement, etc. Also, please note that sponsor fees may change as additional procurement fees are incorporated and/or recognition elements change.

These sponsorship packages were created out of a process that included a full inventory of your city events and opportunities, multiple meetings with the Parks and Recreation team, as well as with Geoff Dolan, City Manager; Carol Rowe (Downtown Business Association); Helen Duncan (Chamber of Commerce); Mayor Fahey, Sherry Kramer (Manhattan Education Foundation) and Francine Tolkin Cooper (Metlox Plaza). In addition, we utilized information found on the 'Become Vital' CD provided, as well as city calendars, flyers and other city approved collateral.

In addition to the components packaged in the sponsorship deck that we are recommending be implemented this year, we have also provided additional recommendations for future consideration so that you may continue to develop and add value to your partnerships.

Our goals in this process were to address and incorporate:

- o The desire of Parks and Recreation to innovate, add value to current services and events, and create revenue sources to support activities and subsidize the department budget.
- o The concerns of city residents that events and services maintain a local, community feel with low levels of commercialism
- o The request of the business community that they be approached on an annual basis, rather than multiple times for one-off events and that dollars invested in city events have an improved return on investment in terms of exposure and marketing. Essentially, that the city provide true partnership opportunities.

We look forward to discussing this plan at the City Council meeting, as well as determining possible next steps for further collaboration between BLU MOON Group and the City of Manhattan Beach.

Thanks and best regards,



Leslie Berliant
 BLU MOON Group



Judy Diethelm
 BLU MOON Group

'BLU MOON... We Align the Stars'

Judy Diethelm, judy@blumoon.com, Leslie Berliant, leslie@blumoon.com

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City of Manhattan Beach Marketing Partner Procurement Plan

**Draft 1.2
June 2005**



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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
Xxxxxxxx
Xxxxxxxx

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. 6/14/2005

judy@blumoon.com leslie@blumoon.com

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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**
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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**

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judy@blumoon.com leslie@blumoon.com

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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**
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Manhattan Beach Parks and Recreation Department Mission Statement

City of Manhattan Beach Annual Marketing Partner / Sponsor Opportunity 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 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

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judy@blumoon.com leslie@blumoon.com

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- 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
- 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
- Recognition Plaque at 13th Street Theater Space
- Company Highlighted on Manhattan life Cable TV show

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
 - 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 give-aways to all tennis program participants

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
 - Mira Cost High School Orchestra performance at Carnegie Hall
- ◆ Benefits
 - Name and Logo in event advertising and collateral, may include
 - Beach Reporter advertising

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- 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
- Recognition Plaque at 13th Street Theater Space
- ◆ Company Highlighted on Manhattan life Cable TV show
- ◆ Support Commitment – **\$19,000**

Children's Package

- ◆ Supports
 - Halloween Carnival
 - Manhattan Beach Arts Festival
 - Headline Sponsor
 - Movie Madness/Play Day

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jay@blumoon.com leslie@blumoon.com

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- 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
 - Recognition Plaque at 13th Street Theater Space
 - Company Highlighted on Manhattan life Cable TV show
- ◆ Support Commitment - **\$17,000**

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

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jay@blumoon.com leslie@blumoon.com

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- ◆ **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
 - Recognition Plaque at 13th Street Theater Space
 - Company Highlighted on Manhattan life Cable TV show
- ◆ **Support commitment - \$14,500**

Patron of the Arts

- ◆ **Supports**
 - Art in Public Places
 - Creative Arts Center
 - Manhattan Beach Arts Festival
 - Headline Sponsor
 - Shakespeare By the Sea
 - (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

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judy@blumoon.com leslie@blumoon.com

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- Programs
- Registration materials
- Invitations
- Calendar
- Direct Mail
- E-mail blasts
- Newsletter
- Signage at Creative Arts Center
- Signage at (1) Art in Public Places installation
- 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 Highlighted on Manhattan life Cable TV show
- Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- Recognition Plaque at 13th Street Theater Space
- ◆ **Support Commitment - \$13,000**

Summer Fun Package

- ◆ Supports
 - (1) Concert in the Park
 - Sand Castle Contest
 - (3) Pool Parties
 - Shakespeare By the Sea
 - Summer Sports Camps
 - (3) Swing and Sway Dance Nights
 - Rule Squad Trips
 - (2) Free Tennis weekends (Friday – Sunday) per year
- ◆ Benefits

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judy@blumoon.com leslie@blumoon.com

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- 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
 - 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
 - Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
 - Recognition Plaque at 13th Street Theater Space
 - Company Highlighted on Manhattan life Cable TV show
- ◆ **Support Commitment - \$11,500**

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way@blumoon.com leslie@blumoon.com

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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
 - 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
 - Recognition Plaque at 13th Street Theater Space
 - Company Highlighted on Manhattan life Cable TV show
- ◆ Support Commitment - **\$10,000**

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judy@blumoon.com leslie@blumoon.com

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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
 - 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 giveaways 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
 - Recognition Plaque at 13th Street Theater Space
 - Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- ♦ Support Commitment - **\$8500**

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

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andy@blumoon.com leslie@blumoon.com

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- 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
- Recognition Plaque at 13th Street Theater Space
- Invitation to and recognition at all city groundbreaking, celebrations and sponsor recognition events
- ◆ 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
 - 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 give-aways 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

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jojo@blumoon.com leslie@blumoon.com

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- 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**

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**
 - 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
 - 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

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judy@blumoon.com leslie@blumoon.com

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- 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
 - Give-aways
 - Silent auction prizes
 - Raffle prizes
- ◆ **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**

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- 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

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

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- Cost - \$15,000
 - Building Sign for Joslyn Park
 - Cost - \$5000
 - Portable Dry Erase Board for Joslyn Park
 - 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

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- 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
- 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:

Xxxxx
Xxxxxx
xxxxxxx



***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.

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judy@blumoon.com leslie@blumoon.com

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+

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judy@blumoon.com leslie@blumoon.com

- 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

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judy@blumoon.com leslie@blumoon.com

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- 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

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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

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judy@blumoon.com leslie@blumoon.com

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- 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

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judy@blumoon.com leslie@blumoon.com

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- 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**

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judy@blumoon.com leslie@blumoon.com

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- 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.

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joey@blumoon.com leslie@blumoon.com

- **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

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judy@blumoon.com leslie@blumoon.com

- **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**

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judy@blumoon.com leslie@blumoon.com

- 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**

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judy@blumoon.com leslie@blumoon.com

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- 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**

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judy@blumoon.com leslie@blumoon.com

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- 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

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amy@blumoon.com leslie@blumoon.com

♦ **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

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judy@blumoon.com leslie@blumoon.com

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

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Proposed Services (Work Plan):

BLU MOON Group proposes to provide the following services from July –December 2005:

- Management and Sponsor Activities
 - Manage and produce sponsor aspects of Manhattan Beach Arts Festival
- Sponsorship Procurement Activities
 - Pursue corporate sponsors for Manhattan Beach events
 - Facilitate sponsor relations
 - Billing
 - Thanks
 - Coordinate with City on sponsor components and recognition
 - Investigate additional fundraising opportunities for the Art Festival
 - Ex. Art auction at existing events

BLU MOON Group proposes to provide the following services from January 2006 – December 2007:

- Modifications of annual Sponsorship Deck for Manhattan Beach cultural events
 - Development of sponsor opportunities surrounding existing cultural events and collateral
 - Collaboration with City to ensure that sponsor opportunities do not disrupt integrity of events
 - Development of new sponsorship opportunities
 - On-going recognition
- Management and Sponsor Activities
 - Manage and produce sponsor aspects of Manhattan Beach Arts Festival
- Sponsorship Procurement Activities
 - Pursue corporate sponsors for Manhattan Beach cultural events
 - Facilitate sponsor relations
 - Billing
 - Thanks
 - Coordinate with City on sponsor components and recognition

Costs:

Year One Fees:

- Management of Sponsor Activities for Arts Festival \$2000 per month over 3 months (July, August, September)
- Sponsorship Procurement Activities \$3000 per Month over 6 months (July– December)
- Sponsorship Percentage 15% on dollars raised over \$75,000

Year Two and Three Fees:

- Modifications to Sponsorship Deck \$5,000 per month over 1 month (January)
- Management of Sponsor Activities for Arts Festival \$3000 per month over 3 months (July, August, September)
- Sponsorship Procurement Activities \$3000 per Month over 11 months (February – December)
- Sponsorship Percentage 15% on dollars raised over \$75,000

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DRAFT Proposal Prepared by BLU MOON Group, Inc. 6/13/2005

judy@blumoon.com leslie@blumoon.com