

REPORT OF GENERAL MANAGER

NO. 08-81

DATE March 19, 2008

C.D. 14

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: FERIA DE LOS NIÑOS – SPONSORSHIPS AND FESTIVAL FEE SCHEDULE FOR THE 36<sup>TH</sup> ANNUAL FERIA DE LOS NIÑOS CELEBRATION AT HOLLENBECK PARK

R. Adams _____	J. Kolb _____
H. Fujita _____	F. Mok _____
S. Huntley _____	K. Regan _____
*V. Israel _____	M. Shull _____

  
 \_\_\_\_\_  
 General Manager

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve the festival sponsorship fee schedule for the 36<sup>th</sup> Annual Feria de Los Niños to be held September 27 and 28, 2008 in Hollenbeck Park as outlined in Attachment A;
2. Authorize the General Manager or his designee to execute festival Sponsorship Agreements subject to City Attorney approval as to form (Attachment B); and,
3. Authorize staff to determine and collect festival fees from the general public, corporate entities, and vendors as required for sponsorships, booths, display space, special use, and advertising as outlined in Attachment C.

SUMMARY:

The Department of Recreation and Parks, on September 27 and 28, 2008, will host the 36<sup>th</sup> Annual Feria de Los Niños at Hollenbeck Park, located at 415 South Saint Louis Street, Los Angeles, California 90033 in the Fourteenth Council District.

The Feria de Los Niños is a family festival dedicated to the children and residents of Boyle Heights. The festival combines attractions for children and resources for parents and other caregivers.

## REPORT OF GENERAL MANAGER

PG. 2

NO. 08-81

Highlights of the weekend will include a Children's Fun Zone, children's performances, 2K fun run, fishing derby, dance, food court, art exhibit/contest, poetry contest, community service information and a health fair.

Available Department funds are not adequate to fund the cost of producing this festival; therefore, staff raises revenue by soliciting sponsors and collecting event participation fees to offset the cost of providing this special event to the community.

The Feria de Los Niños draws approximately 20,000 visitors over the event weekend.

### FISCAL IMPACT STATEMENT:

The Department of Recreation and Parks, spends approximately \$65,000 in operating costs and salary requirements for the Feria de Los Niños. Sponsorship contributions and festival fees collected are applied to these operating costs and salary requirements.

Report prepared by Debby Rolland, Superintendent, Metro Region.

City of Los Angeles  
Department of Recreation and Parks  
Feria De Los Niños

**Sponsorship Opportunities**

**Diamond Sponsorship \$10,000**

- Diamond Crystal Award
- Certificate from the Mayor's and/or Council Offices
- Corporate Logo on all Promotional/Educational Material
- Corporate Advertisement in Event Program (1 Page)
- Corporate Logo/Name displayed on Xochimilco Boat
- Recognition on Festival Banners
- Recognition on Event Website
- 10' X 10' Sponsor Booth
- VIP Reception/VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- Corporate Logo on Event Shirts  
(Staff, Volunteer and 2K Run)

**Emerald Sponsorship \$5,000**

- Certificate from the Mayor's and/or Council Offices
- Corporate Logo on all Promotional/Educational Material
- Corporate Advertisement in Event Program (1/2 Page)
- Corporate Logo/Name displayed on Xochimilco Boat
- Recognition on Festival Banners
- 10' X 10' Sponsor Booth
- VIP Reception/VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- Corporate Logo on Event Shirts  
(Staff, Volunteer and 2K Run)

**Sapphire Sponsorship \$2,500**

- Certificate from the Mayor's and/or Council Offices
- Corporate Logo on all Promotional/Educational Material
- Corporate Advertisement in Event Program (1/4 Page)
- Recognition on Festival Banners
- 10' X 10' Sponsor Booth
- VIP Reception/VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- Corporate Logo on Event Shirts  
(Staff, Volunteer and 2K Run)

**Pearl Sponsorship \$1,250**

- Certificate from the Mayor's and/or Council Offices
- Corporate Logo on all Promotional/Educational Material
- Corporate Logo in Event Program
- Recognition on select Festival Banners
- 10' X 10' Sponsor Booth
- VIP Reception/VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- Corporate Logo on Event Shirts  
(Staff, Volunteer and 2K Run)

**CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS**

**AND**

**SPONSOR NAME**

**FERIA DE LOS NIÑOS  
2008**

**SPONSORSHIP AGREEMENT**

This will serve as an Agreement by and between SPONSOR NAME, herein referred to as "Sponsor" and the City of Los Angeles Department of Recreation and Parks, herein referred to as the "Department", for sponsorship of the 36<sup>th</sup> Feria De Los Niños to be held on September 27 and 28, 2008, at Hollenbeck Park in Los Angeles.

1. The Department agrees to obtain all permits and approvals necessary to conduct the 2008 Feria De Los Niños.
2. The Department agrees to provide the Sponsor with one (1) 10' X 10' space including permission to place a vehicle in said space for marketing of their products and/or services during the Festival. No sales will be allowed for the Sponsor during the Festival.
3. The Department agrees to provide the Sponsor with placement of the company's name or logo on the Festival's program and brochures. Sponsor agrees to provide the Department with camera-ready name/logo image(s) by July 21, 2008.  
(Via jpeg or gif format on diskette.)
4. The Department agrees to display one (1) 3' x10' sponsor banner at the Feria De Los Niños. This banner shall be delivered by the Sponsor no later than September 22, 2008 to:

Feria De Los Niños  
c/o Event Coordinator  
3900 Chevy Chase Dr.  
Los Angeles, CA 90039

5. The Department agrees to recognize the Sponsor at the Opening Ceremony on Saturday, September 27, 2008.
6. The Sponsor will provide the company's promotional materials (printed hand-outs, free giveaways, etc.), booth decorations, and staffing for the booth during the operating period of the Feria De Los Niños.

7. The Sponsor agrees to pay a \$X,XXX.XX monetary Donor Fee to the Department and to deliver an in-kind donation of X (X) \$X.XX gift cards for the execution of the terms included herein. Payment is to be received by Department no later than September 15, 2008.
8. The terms of this Agreement shall commence on the execution of this agreement and shall terminate on September 28, 2008.
9. Except for the active negligence or willful misconduct of the City, Sponsor undertakes and agrees to defend, indemnify, and hold harmless the City of Los Angeles, and any and all of the City's Boards, Officers, Agents, Employees, Assigns and Successors in Interest from and against all suits and causes of action, claims, losses, demands and expenses, including, but not limited to, attorney's fees and cost of litigation, damage or liability of any nature whatsoever, for death or injury to any person, the Sponsor's employees and agents, and/or destruction of any property of either party hereto or of third parties, arising in any manner by reason of, or incident to, the performance of this Agreement on the part of the Sponsor or sub-contractor of any tier.

\_\_\_\_\_  
SPONSOR NAME

\_\_\_\_\_  
City of Los Angeles  
Department of Recreation and Parks

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

City of Los Angeles  
Department of Recreation and Parks  
**Feria De Los Niños**

<b>Festival Fee Schedule</b>
------------------------------

**FOOD/DRINK BOOTH:**

Food Booth Rental -	\$100 (For both Saturday and Sunday)
Drink Booth Rental -	\$100 (For both Saturday and Sunday)
Health Permit & Handling Fee- (Subject to change)	\$125 (\$65 FOR PREPACKAGE FOOD ONLY)

**THE FESTIVAL COMMITTEE WILL:**

1. Provide a 10' x 10' space (including canopy, 2 chairs and 1 table, 1 light and 1 12AMP plug.)
2. Publicize the overall event through Feria De Los Niños media and marketing.
3. Provide general security only for the duration of the Feria De Los Niños.
4. Determine location of booths.

**VENDOR BOOTH:**

The Festival Committee will provide a 10'x10' booth space, 2 chairs and 1 table. If you require a larger area for the display and sale of your products, you may also request the adjacent space for an additional fee.

**[A penalty of \$100 will be charged if any items are displayed outside the designated area.]**

➤ One Space (Saturday and Sunday)	\$100
➤ Adjacent space (additional)	\$100
➤ 1 table and 2 chairs (additional)	\$ 50
➤ 1 Table (additional)	\$ 20
➤ 1 Chair (additional)	\$ 5
➤ Electrical- 5amps (additional)	\$ 20

**THE FESTIVAL COMMITTEE WILL:**

1. Provide a 10' x 10' space (including canopy, 2 chairs and 1 table, 1 light and 1 5AMP plug.)
2. Publicize the overall event through Feria De Los Niños media and marketing.
3. Provide general security only for the duration of the Feria De Los Niños.
4. Determine location of booths.
5. Make available to vendors additional frontage/usage of open space for an additional fee.  
(Additional frontage/open space fee is two-thirds the cost of the normal booth rate.)

## **COMMUNITY/HEALTH FAIR AREA:**

Community and Health Fair Fee: **\$50** per day to assist in defraying the costs of rental equipment/supplies for those who will not be providing any type of “free” services or screenings.

**[For-profit enterprises are strictly prohibited.]**

### **HEALTH FAIR APPLICATION CONDITIONS:**

The Festival Committee will:

1. Provide space with **1** table and **2** chairs (**no exceptions**).
2. Publicize the overall event through as many forms of media as possible.
3. Provide general security only for the duration of the Feria De Los Niños.

### **The Health Services Applicant/Organization will:**

1. Submit attached **APPLICATION** prior to September 12, 2008.
2. Provide all materials and staffing necessary to set up display.  
(Please, bring paper weights to prevent literature from blowing away.)
3. **NOT SELL ITEMS IN BOOTHS.**
4. **NOT ASK FOR OR ACCEPT DONATIONS.**
5. Provide for clean-up of assigned area.
6. Remove all equipment and displays at the conclusion of Sunday’s operation.
7. Provide staffing for booth during **Feria De Los Niños** hours:  
SATURDAY, SEPTEMBER 27, 2008                      12:00 noon to 8:00pm  
SUNDAY, SEPTEMBER 28, 2008                      12:00 noon to 7:00pm
8. **NOT ALLOW ANY OTHER** group/organization to use the booth space without permission of the Feria De Los Niños Committee Representative.

If you have any questions, please call: (213) 485-1310