

APPROVED

REPORT OF GENERAL MANAGER

NO. 08-140

DATE May 21, 2008

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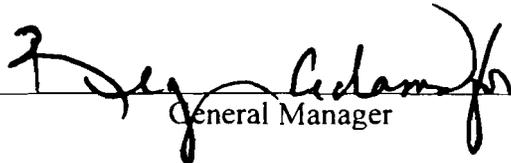
**BOARD OF RECREATION
and PARK COMMISSIONERS**

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SALUTE TO RECREATION - SPONSORSHIPS AND FESTIVAL FEE SCHEDULE FOR THE 26TH ANNUAL SALUTE TO RECREATION FESTIVAL AT NORTHRIDGE RECREATION CENTER

V. Israel _____
H. Fujita _____
S. Huntley _____
R. Adams _____

J. Kolb _____
F. Mok _____
*K. Regan RAJ
M. Shull _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the Festival sponsorship fee schedule for the 26th Annual Salute to Recreation to be held at Northridge Recreation Center on May 30, 31, and June 1, 2008 as outlined in Attachment A, making the fees retroactive to May 15, 2008;
2. Authorize the General Manager or his designee to execute event Sponsorship Agreements subject to City Attorney approval as to form (Attachment B); and
3. Authorize staff to determine and collect event fees from the general public, corporate entities and vendors as required for sponsorships, booth display space, special use, and advertising, as outlined in Attachment C.

SUMMARY:

The Department of Recreation and Parks will host the 26th Annual "Salute to Recreation" Family Festival on May 30, 31 and June 1, 2008 at Northridge Recreation Center, located at 18300 Lemarsh Street, Northridge, Los Angeles California, 91324 in the 12th Council District. This special event is held annually the first weekend after the Memorial Day Holiday.

The mission of the "Salute to Recreation" seeks to introduce families in the San Fernando Valley and in the greater Los Angeles area to the recreational programs and activities sponsored by the

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Department of Recreation and Parks and other public and private agencies that supply community service and networking opportunities. The "Salute to Recreation" supports and promotes healthy communities and recreation for people of all ages, genders, and diversity.

Highlights of the weekend will feature a sampling of international cultures and traditions through displays of art, music, dance and food. Also included is entertainment on four stages, as well as activities for teens and children. There will be carnival rides and games, an International Children's Village and children's area, International Marketplace, and the largest Hawaiian cultural festival on the west coast.

Available Department funds are not adequate to fund the entire cost of producing such a large 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.

FISCAL IMPACT STATEMENT:

The Department of Recreation and Parks in combination with other City Departments, spends approximately \$254,000 in operating costs and salary requirements for the "Salute to Recreation Festival." Sponsorship contributions and festival fees collected are applied to those operating costs and salary requirements.

Report prepared by Charles Singer, Principal Recreation Supervisor II, Valley Region.

City of Los Angeles
Department of Recreation and Parks
"Salute to Recreation"

Festival fee schedule

Food Booth Vendors

Food Booth Rental	\$650.00 (International Food Area)
Premiere Food Booth (Carnival Area)	\$850.00
Hawaiian Food Booth	\$650.00

City provides: 1 10x10 Booth on site.

10x10 Space, Canopy, 2 tables, 2 chairs.

Publicize the overall event through "Salute to Recreation" event media and marketing.

Provide general security for the duration of the event (10PM Friday to 7PM Sunday)

Determine location of booth.

Vendor is responsible for their own permit from the County Health Department.

Commercial Vendors

International Market Place

Single Booth Fee	\$150.00
Double Booth Fee	\$200.00

City provides: 1 10x10 Booth Space (or double space if requested).

Vendor is responsible for providing and decorating their own booth, this includes equipment and sun protection. **Note: electricity is not permitted.**

Community Booths

Canopies are provided free of charge

Hawaiian Village Vendors

Single Space Fee	\$215.00
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City provides: 10x10 Space, Canopy, 2 tables, 2 chairs.

Publicize the overall event through "Salute to Recreation" event media and marketing.

Provide general security for the duration of the event (10PM Friday to 7PM Sunday)

Determine location of booth.

CITY OF LOS ANGELES
DEPARTMENT OF RECREATION AND PARKS

AND

SPONSOR NAME

2008 "Salute to Recreation" Family Festival Event

SPONSORSHIP AGREEMENT

This sponsorship agreement is entered into 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 the sponsorship of the 26th Annual Salute to Recreation Event to be held May 30, 31, June 1, 2008 at Northridge Recreation Center in Los Angeles.

Depending on the sponsorship level in Attachment C, sponsors may be entitled to:

1. All festival permits and approvals necessary to conduct the 2008 Salute to Recreation Event.
2. The Department of Recreation agrees to provide the Sponsor with one or several of the following according to event sponsor title: one (1) 10'x10' space including permission to place a vehicle in said space for marketing of their products and/or services during the event, up to 4 parking passes and on stage award presentation. No sales will be allowed by the Sponsor during the event.
3. The Department agrees to provide the Sponsor with placement of the company's name or logo on the event's program and brochures, a thank you in the program booklet plus on stage announcement recognition throughout the Festival. Sponsor agrees to provide the Department with camera ready name/logo image(s) by May 1, 2008.
4. The Department agrees to display one (1) to a maximum of eight (8) 3'x10' sponsor banner at the Event. This Banner shall be delivered by the Sponsor no later than May 28, 2008 to: Northridge Recreation Center, 10058 Reseda Boulevard, Northridge, CA 91342.
5. The Department agrees to recognize the Sponsor at the Opening Day Luncheon on May 31, 2008, and to display sponsor ad up to one (1) full page in the Festival Brochure.
6. The Sponsor will provide the company's promotional materials (i.e. printed hand outs, free giveaways, etc.), booth decorations and staffing for the booth during the operating period of the Event.

7. The Sponsor agrees to pay a \$ amount monetary donor fee to the Department and to deliver an in-kind donation of \$ amount gift cards for the execution of the terms included herein. Payment is to be received by the Department no later than May 15, 2008.

8. The terms of this agreement shall commence on the execution of this agreement and shall terminate on June 2, 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 all of the City 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 costs 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 property hereto or of third parties, arising in any matter by, reason of incident to, the performance of this agreement on the part of the Sponsor or sub-contractor of any tier.

 Sponsor Name (print)

 Department of Recreation & Parks
 Representative (print)

 Sponsor Signature Date

 Signature of Representative Date

City of Los Angeles
Department of Recreation and Parks
“Salute to Recreation” Family Festival

Sponsorship Opportunities

Event Title Sponsor \$45,000

- Product exclusivity at the Salute to Recreation (based on cash donation)
- Your company listed along with City of Los Angeles Department of Recreation & Parks will be featured as Title Sponsor on Festival ads in print, TV/radio/internet/ media, and press releases
- Full page ad in the program
- Display ads in a major newspaper
- Display ad in a Spanish language newspaper
- On stage award presentation
- On stage announcements recognizing sponsors
- Maximum 8 banners at event (company provide, not to exceed 3’x10’)
- 10’x10’ sponsorship booth
- 4 guest passes/luncheon
- 4 parking passes

Platinum Sponsorship \$12,500

- Full page ad in program
- Display ad in a major newspaper
- Display ad in Spanish language newspaper will include your company’s listing
- On stage award presentation.
- On stage announcements recognizing sponsors throughout the weekend events
- Maximum 5 banners at event (company provide, not to exceed 3’x10’)
- 10’x10’ sponsorship booth
- 2 guest passes/luncheon
- 2 parking passes
- Sponsorship of Center Stage

Gold Sponsor \$ 10,000

- One-half page ad in program
- Display ads in a major newspaper
- Display ad in a Spanish language newspaper
- On stage announcement
- Maximum 3 banners at event (company provide, not to exceed 3’x10’)
- 10’x10’ sponsorship booth
- 2 guest passes/luncheon
- 2 parking passes
- Sponsorship of International Stage

Silver Sponsor \$ 5,000

- One quarter page in ad in program
- Display ads in a major newspaper
- Display ad in a Spanish language newspaper
- On stage announcement
- Maximum 2 banners at event (company provide, not to exceed 3'x10')
- 10'x10' sponsorship booth
- 2 guest passes/luncheon
- 2 parking passes
- Sponsorship of one of the following venues: Fireworks, Children's Stage, or International Children's Village.

Bronze Sponsor \$ 2,500

- One quarter page in ad in program
- Display ads in a major newspaper
- Display ad in a Spanish language newspaper
- 1 banner at event (company provide, not to exceed 3'x10')
- 2 guest passes/luncheon
- 2 parking passes
- \$1,000 or more includes Sponsorship of one of the following venues: Tennis Tournament, 50+ Senior Dance, Teen Night, Wheelchair Sports Exhibition/Tournament.

Contributing Sponsor \$1,000

- Business size ad in program
- Display ads in a major newspaper
- Display ad in a Spanish language newspaper
- 1 banner at event (company provide, not to exceed 3'x10')
- 2 guest passes/luncheon
- 2 parking passes
- \$500 or more includes Sponsorship of one of the following venues: International Market Place, Cookie Decorating Contest.

Friends \$500

- Business size ad in program

Under \$500

- Thank you in the program booklet