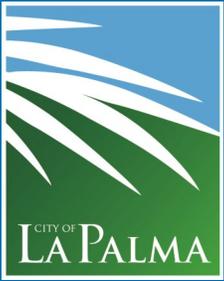


Corporate Connection



Business Sponsorship
Opportunities with the
City of La Palma



2016

1 Corporate Connection

January 2016

Dear Valued Business Partner:

Businesses such as yours contribute greatly to the economic strength and stability of any community and we are grateful to have you as a part of La Palma. The success of your business is as important to La Palma as that of our residents and others for which we provide services. Together, we form a vibrant, progressive, and caring community.

I would like to introduce you to our Corporate Connection program which is designed to create a partnership beneficial to both your business and La Palma's annual community-wide events. This campaign focuses on promoting businesses within the local area in an innovative way: through an annualized City sponsorship.

Through this program, you have the opportunity to showcase your business at every community event and in many City publications and outlets; or to sponsor an individual event that would best reflect your corporate interests and values. Your participation in the program will result in increased visibility, additional marketing, and promotional opportunities to grow your business. At the same time, your participation makes these events a reality in a community that greatly values such opportunities to gather and share what we all love about La Palma.

Please take a few minutes to review the possibilities for your business in the enclosed booklet. Toward the back of the booklet there is an agreement form which enables us to reserve your space and participation at these quality events and programs. All payments go to the City of La Palma. Our Corporate Connection team will be contacting you within the next few weeks to answer any questions you may have and to discuss how you may benefit from this exciting opportunity. If you wish, you may also contact us by calling our Corporate Connections Coordinator, jaNell Adams at (714) 690-3359.

In order to take full advantage of all the benefits the Corporate Connection has to offer, please reply by February 19, 2016 so you don't miss a single opportunity.

Again, thank you for choosing La Palma for your business location. We look forward to partnering with you soon.

Sincerely,



Laurie A. Murray
City Manager

Annual Sponsorship

Annual Sponsorships allow you to partner with the City of La Palma through all of the citywide events with one easy payment at a discounted rate. This has been a popular option among past participants due to the value and simplicity of involvement.

- **Your Logo in Newsletters, Flyers, Direct Mail Pieces, and the City Electronic Reader Board**
- **Visual & Verbal Recognition Throughout the Year**
- **Complimentary Attendance at City Events**

*To receive all off the annual benefits the deadline to sponsor is
February 19, 2016.*

| | |
|---|----------------|
| <u>Platinum level</u> sponsorship of <i>all</i> citywide events: | \$8,000 |
|---|----------------|

| | |
|---|----------------|
| <u>Gold level</u> sponsorship of <i>all</i> citywide events: | \$5,500 |
|---|----------------|

| | |
|---|----------------|
| <u>Silver level</u> sponsorship of <i>all</i> citywide events: | \$3,000 |
|---|----------------|

| | |
|---|----------------|
| <u>Bronze level</u> sponsorship of <i>all</i> citywide events: | \$2,000 |
|---|----------------|

Annual Sponsorship Benefits

Advertising The La Palma Mosaic

When you decide to partner with us as an Annual Partner at any level, we have another bonus to show our appreciation for your support, we offer you three times a year advertisement in the La Palma Mosaic.

The *La Palma Mosaic* is an award-winning City newsletter and activities guide published three times through the year. It is presented in a 8.5" x 11" magazine format that includes informative articles about La Palma as well as the Community Services Activity Guide which provides information on classes, programs, and special events. The *La Palma Mosaic* is direct mailed to all 5,014 households of the City of La Palma; and posted online at www.cityoflapalma.org/mosaic

Annual Platinum

- Half page (8.5" x 5.5", horizontal) advertisement in all three (3) *La Palma Mosaic* magazines

Annual Gold

- Business card advertisement in all three(3) *La Palma Mosaic* magazines

Annual Silver

- Business card advertisement in all three(3) *La Palma Mosaic* magazines

Annual Bronze

- Corporate Logo advertisement in all three(3) *La Palma Mosaic* magazines

Your advertisement placed
throughout all three
La Palma Mosaic:
City News and
Activity Guide!



Complimentary Use of the La Palma Community Center & Central Park Facilities

When you decide to partner with us as an Annual Platinum or Gold level partner we offer you an additional benefit:

You will receive one complimentary use of a facility of your choice for your team-building, business gatherings, such as an employee picnic, business or training meetings, or even a holiday luncheon or dinner banquet.

Indoor

The La Palma Community Center, located at Central Park, features indoor meeting space, a catering kitchen, air conditioning/heating, and A/V equipment. Tables and chairs are provided within seating capacity. The largest room, Royal Palm Room, can be divided into two separate rooms, King Palm Room and Queen Palm Room. Additionally, there are three break-away/seminar rooms, the Sago Palm Room, Pygmy Date Palm Room and the Fan Palm Room.

- **Royal Palm Room** – Capacity: 220 Theater / 150 Banquet
 - **Queen Palm Room** – Capacity: 75 Theater / 50 Banquet
 - **King Palm Room** – Capacity: 120 Theater / 80 Banquet
- **Sago Palm Room** – Capacity: 75 Theater / 50 Banquet
- **Pygmy Date Palm Room** – Capacity: 60 Theater / 50 Banquet
- **Fan Palm Room**— Capacity: 30 Classroom

Outdoor

Central Park has various outdoor facilities to accommodate your company picnic or sports games.

- **Plaza Pavilion** – Capacity: 150
- **Pavilion Amphitheater** – Capacity: 150
- **Gazebo** – Capacity: 75
- **Lighted and surfaced Tennis Courts**
- **Lighted Softball/Soccer Field**

Refundable deposits and insurance are not included in this offer. Facility use subject to availability. For details please call jaNell Adams at (714) 690-3359.

Annual Platinum Sponsorship

Hourly Fee is waived

- Use of an Indoor or Outdoor facility - Call 714-690-3359 for details

Annual Gold Sponsorship

Hourly Fee is waived

- Use of an Outdoor facility - Call 714-690-3359 for details



Meeting Local Dignitaries

Latest Economic Facts & Figures



State of the City Address

April 26, 2016

An annual event that brings together local businesses, civic organizations, residents and the City for its annual State of the City Address. Along with the Mayor, we recognize this past's year achievements and present future goals.

(Average Attendance: 150)

Deadline to sponsor: March 21, 2016

Platinum

Single Event Sponsorship – \$500

- Recognition in event program
- Verbal Recognition by Mayor during program
- Acknowledgement of sponsorship in media press releases
- Acknowledgement of sponsorship on City electronic reader board for a full week before the event.

Gold

Single Event Sponsorship – \$350

- Recognition in event program
- Verbal Recognition by Mayor during program
- Acknowledgement of sponsorship in media press releases

Silver

Single Event Sponsorship – \$200

- Recognition in event program
- Verbal Recognition by Mayor during program

Bronze

Single Event Sponsorship – \$100

- Recognition in event program



Arbor Day Celebration

April 19, 2016

The City of La Palma encourages the community to celebrate Arbor Day by planting trees. Community groups, organizations and individuals are invited to contribute by donating funds for the new trees. Grab your gloves and join us to help plant trees. Take action and plant a tree today for all the world to share!

(Average Attendance: 200)

Deadline to sponsor: March 21, 2016

Platinum

Single Event Sponsorship – \$350

- Recognition in event program
- Announcement of sponsorship and recognition of VIP's during event
- Your Corporate Banner on display for entire program
- Acknowledgement of sponsorship in media press releases
- Acknowledgement of sponsorship on City electronic reader board for a full week before the event.

Gold

Single Event Sponsorship – \$250

- Recognition in event program
- Announcement of sponsorship and recognition of VIP's during event
- Your Corporate Banner on display for entire program
- Acknowledgement of sponsorship in media press releases

Silver

Single Event Sponsorship – \$150

- Announcement of sponsorship and recognition of VIP's during event
- Recognition in event program

Bronze

Single Event Sponsorship – \$75

- Recognition in event program



Memorial Day Ceremony

May 30, 2016

Patriotism is a value that runs deep in La Palmans. This celebration is a strong tradition, endorsed by community and leadership. La Palma's Memorial Day Ceremony is held in front of the City's Eternal Flame, which burns in remembrance of the sacrifices made by former La Palmans in past wars as well as recognizing current military and public service personnel. This free annual event provides a place for La Palmans to strengthen their sense of belonging to and patriotism for their community and nation.

(Average Attendance: 250)

Deadline to sponsor: April 18, 2016

Platinum

Single Event Sponsorship – \$400

- Reserved VIP seating for four (4) people
- Recognition in event program
- Acknowledgement of sponsorship in media press releases
- Acknowledgement of sponsorship on City electronic reader board for a full week before the event.

Gold

Single Event Sponsorship – \$200

- Reserved VIP seating for two (2) people
- Recognition in event program
- Acknowledgement of sponsorship in media press releases

Silver

Single Event Sponsorship – \$150

- Reserved VIP seating for one (1) person
- Recognition in event program

Bronze

Single Event Sponsorship – \$75

- Recognition in event program

11 Corporate Connection



City of La Palma
Fitness Run for Fun
7821 Walker Street
La Palma, CA 90623

LA PALMA
FITNESS
RUN FOR FUN
JULY 4, 2008

Register online and save!
www.CityofLaPalma.org

PRSR7 STD
U.S. POSTAGE
PAID
Buena Park, CA
Permit No. 49

ADP
ARCO
ampm
CARE
RUTAN

LA PALMA
INTERCOMMUNITY HOSPITAL
PARK
ROSENDIN
ELECTRIC

All Sponsors will have their corporate logo printed on over 10,000 Run entry flyers



Platinum & Gold Sponsors will have their corporate logo printed on Run for Fun t-shirts



Platinum & Gold Sponsors Corporate Logo Displayed on Electronic Reader board



Fitness Run For Fun

July 4, 2016

La Palma celebrates the 4th of July in a healthy way by holding a USATF (USA Track & Field)-sanctioned 5K & 10K Run/Walk and Kid's run, Pancake Breakfast. This is an opportunity for people to experience the small, hometown sense of community while sharing quality time with family, neighbors, and friends. (Average Attendance: 1,500)

Deadline to sponsor: February 19, 2016

Platinum

Single Event Sponsorship – \$3,500

- 15 Full Run Entries (Includes Run t-shirts and pancake breakfast tickets)
- Opportunity to present the overall winner in each of the three races with the Mayor
- Opportunity to assist in starting the race
- Corporate sponsorship on City electronic reader board
- Corporate logo printed on Run for Fun t-shirts
- Corporate logo displayed on 10,000 Run entry flyers
- Verbal acknowledgement at awards ceremony
- Acknowledgement of sponsorship in media press releases

Gold

Single Event Sponsorship – \$2,250

- 5 Full Run Entries (Includes Run t-shirts and pancake breakfast tickets)
- Corporate sponsorship on City electronic reader board
- Corporate logo printed on Run for Fun t-shirts
- Corporate logo displayed on 10,000 Run entry flyers
- Verbal acknowledgement at awards ceremony
- Acknowledgement of sponsorship in media press releases

Silver

Single Event Sponsorship – \$1,000

- 2 Run Entries (Includes Run t-shirts and pancake breakfast tickets)
- Corporate logo displayed on 10,000 Run entry flyers
- Verbal acknowledgement at awards ceremony
- Acknowledgement of sponsorship in media press releases

Bronze

Single Event Sponsorship – \$750

- Corporate logo displayed on 10,000 Run entry flyers
- Acknowledgement of sponsorship in media press releases

13 Corporate Connection



Concerts in the Park Saturdays, June 18–July 30, 2016

Every summer in June and July, La Palma hosts the Summer concerts in the park series. On Saturday nights, the field in front of Central Park's Pavilion Stage is filled with family and friends who come to spend a warm summer's evening with a picnic and good music in a safe and inviting atmosphere.

(Average Attendance: 3,000-5,500 throughout the season)

Deadline to sponsor: April 18, 2016

Platinum

Single Event Sponsorship – \$3,500

- Corporate sponsorship on City electronic reader board
- Your Corporate Banner on stage for entire concert series
- Full page (8.5" x 11") advertisement in program for entire concert series
- Acknowledgement in the Summer *La Palma Mosaic*
- Vendor Booth at the Civic Expo on July 30, 2016

Gold

Single Event Sponsorship – \$2,250

- Corporate sponsorship on City electronic reader board
- Your Corporate Banner on stage for entire concert series
- Half page (8.5" x 5.5") advertisement in program for entire concert series
- Acknowledgement in the Summer *La Palma Mosaic*
- Vendor Booth at the Civic Expo on July 30, 2016

Silver

Single Event Sponsorship – \$1,000

- Quarter Page (4.25" x 5.5") advertisement in program for entire concert series
- Acknowledgement in the Summer *La Palma Mosaic*
- Vendor Booth at the Civic Expo on July 30, 2016

Bronze

Single Event Sponsorship – \$750

- Mention in program for entire concert series
- Acknowledgement in the Summer *La Palma Mosaic*
- Vendor Booth at the Civic Expo on July 30, 2016



La Palma
 Recreation & Community Services
 Creating Unity in Community

44th Annual
Halloween Carnival

Saturday, October 31, 2015
 6:00-8:30 PM
 Central Park
 7821 Walker Street, La Palma
 (714) 690-3350

| Costume Contest Schedule: | |
|---------------------------|-----------------|
| 6:30PM | 2 Years & Under |
| 6:50PM | 3-5 Years |
| 7:10PM | 1st-3rd Grades |
| 7:20PM | Family |
| 7:50PM | 4th-6th Grades |

Corporate Connection Sponsors:

LA PALMA
 INTERCOMMUNITY HOSPITAL

PARK
 WASTE & RECYCLING SERVICES

ROSENDIN
 ELECTRIC

Free for All Ages!

This years fun includes carnival games, prizes, an "Enchanted Forest" for children under the age of 5, costume contest, the haunted maze, and much more!

In the event of rain, the event will be cancelled.

Platinum & Gold Sponsors will have their corporate logo printed on the Promotional Flyers



Halloween Carnival

October 31, 2016

La Palma's Spooky Spectacular features a safe alternative for the community's youth to the traditional trick-or-treat. People of all ages participate in this community carnival held in the City's Central Park, enjoying entertainment, carnival games, a haunted house, and costume contests for children of all ages.

(Average Attendance: 1,500)

Deadline to sponsor: September 19, 2016

Platinum

Single Event Sponsorship – \$800

- Announcement of sponsorship over microphone, periodically throughout the evening event
- Your Corporate Banner on display in the Carnival area
- Corporate logo on promotional flyer
- Corporate Sponsorship on City electronic reader board
- Acknowledgement of sponsorship in media press releases

Gold

Single Event Sponsorship – \$400

- Announcement of sponsorship over microphone, periodically throughout the evening event
- Corporate logo on promotional flyer
- Acknowledgement of sponsorship in media press releases

Silver

Single Event Sponsorship – \$250

- Announcement of sponsorship over microphone, periodically throughout the evening event
- Recognition on promotional flyer, posted to local elementary school web sites

Bronze

Single Event Sponsorship – \$150

- Announcement of sponsorship over microphone, periodically throughout the evening event



Platinum & Gold Sponsors will receive the opportunity for La Palma Ambassadors to attend one of their corporate events.

**2015-2016
La Palma
Ambassadors**



Ambassador Program

November 7, 2016

The La Palma Ambassador Program is a professional and personal growth opportunity for individuals 17-21 interested in serving a one year term as the City's Ambassador. The Candidates attend weekly meetings, develop professional portfolios, deliver speeches and participant in community volunteerism. The 8 week program concludes with the Candidates going through a formal interview and speech presentation. The top three Candidates are selected to represent the City at Grand Openings and City Events.

(Average Attendance: 100)

Deadline to sponsor: October 3, 2016

Platinum

Single Event Sponsorship – \$500

- Recognition in Ambassador program
- Announcement of sponsorship and recognition of VIP's during event
- Opportunity for Ambassadors to attend one of your corporate events
- Your Corporate Banner displayed through the program

Gold

Single Event Sponsorship – \$250

- Recognition in Ambassador program
- Opportunity for Ambassadors to attend one of your corporate events
- Announcement of sponsorship and recognition of VIP's during event

Silver

Single Event Sponsorship – \$150

- Recognition in Ambassador program
- Announcement of sponsorship and recognition of VIP's during event

Bronze

Single Event Sponsorship – \$75

- Recognition in Ambassador program



Platinum Sponsors receive seating for two guests during the Tree Lighting ceremony



Holiday Tree Lighting

December 7, 2016

This event brings the La Palma community together to ring in the holiday season. Patrons gather to enjoy the musical talents of the children from our local schools. The Tree Lighting also features an activities area with crafts and an opportunity to write a letter to Santa Claus.

(Average Attendance: 1,000)

Deadline to sponsor: November 2, 2016

Platinum

Single Event Sponsorship – \$500

- Your Corporate Banner displayed through the program
- VIP seating for two (2) guests
- Business card advertisement in program
- Verbal acknowledgment of sponsorship
- Acknowledgement of sponsorship in media press releases

Gold

Single Event Sponsorship – \$250

- Recognition of sponsorship in program
- Verbal acknowledgment of sponsorship
- Acknowledgement of sponsorship in media press releases

Silver

Single Event Sponsorship – \$150

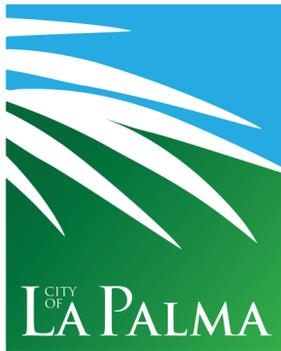
- Recognition of sponsorship in program
- Verbal acknowledgment of sponsorship

Bronze

Single Event Sponsorship – \$100

- Recognition of sponsorship in program





2016 Corporate Connection Agreement

The deadline to participate in order to take full advantage of the Corporate Connection is February 19, 2016. Individual event deadlines vary, refer to event page.

Please attach your business card to this agreement and mail with payment to:

7821 Walker Street, La Palma, CA 90623
Attn: Corporate Connection

Sponsor Contact Information

| | | | |
|---------------------------------|--|----------|--|
| Business/ Organization: | | Address: | |
| Organization Representative: | | State: | |
| Contact Phone Number: | | City: | |
| Contact Email: | | ZIP: | |

Individual Event Sponsorships

| | Platinum | Gold | Silver | Bronze |
|--|-----------------|----------------|----------------|----------------|
| State of the City Address | \$500 | \$300 | \$200 | \$100 |
| Arbor Day Celebration | \$350 | \$250 | \$150 | \$75 |
| Memorial Day Ceremony | \$400 | \$200 | \$150 | \$75 |
| 4th of July – Run for Fun | \$3,500 | \$2,250 | \$1,000 | \$750 |
| Concerts in the Park | \$3,500 | \$2,250 | \$1,000 | \$750 |
| Halloween Carnival | \$800 | \$400 | \$250 | \$150 |
| Ambassador Program | \$500 | \$250 | \$150 | \$75 |
| Holiday Tree Lighting | \$500 | \$250 | \$150 | \$100 |
| <i>Value if Sponsored Individually</i> | \$10,050 | \$6,150 | \$3,050 | \$2,075 |

Best Deal! Annual All Event Sponsorships

| | Platinum | Gold | Silver | Bronze |
|-----------------|----------|---------|---------|---------|
| Annual Packages | \$8,000 | \$5,500 | \$3,000 | \$2,000 |

Our business/organization agrees to provide the amount of \$_____ to the City of La Palma for participation in the Corporate Connection.

| | | | |
|--|--|--------------|--|
| Authorized Sponsor Signature: | | Date: | |
|--|--|--------------|--|

For more information contact: jaNella@cityoflapalma.org / 714-690-3359

Corporate Connection

2016



City of La Palma
7821 Walker Street
La Palma, CA 90623

WWW.CITYOFLAPALMA.ORG / 714-690-3359

