

# South Bay Cities Council of Governments

May 11, 2020

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach

SUBJECT: 2020 General Assembly Sponsors

Adherence to Strategic Plan:

*Goal D: Organizational Stability.* Be a high performing organization with a clear path to long-term financial health, staffing continuity, and sustained board commitment.

## **BACKGROUND**

The South Bay Cities Council of Governments (SBCCOG) has obtained 2020 Annual General Assembly sponsorship commitments from 28 organizations for a total of \$95,416.60 (\$88,750 cash and \$6,666 in-kind). As of May 4, 2020, the SBCCOG has collected \$59,250 in cash and \$6,166.60 of in-kind of these commitments (attached list of sponsors). Sponsorships include private companies, utilities, and government agencies. The SBCCOG 2019-2020 budget includes estimated revenue from the 2020 General Assembly in the amount of \$60,000. Current commitments exceed that amount but current receipts are on target with our budget.

The SBCCOG's commitment to 2020 Annual General Assembly sponsors is based on sponsorship levels. Levels and related benefits are as follows:

### ***GOLDEN CIRCLE: \$10,000***

- *Lunch or Continental Breakfast Title Sponsorship -- Lunch or Breakfast is provided today by (XYZ Company)*
- *Introduction of one speaker*
- *Exhibitor space and three (3) additional exhibitor spaces for non-profits provided by (XYZ Company)*
- *Distinguished sponsorship recognition on all print materials*
- *Distinguished Recognition (Name & Logo) on all Event Signage*
- *Name listed on event poster*
- *Prominently featured on all social media and online promotions including: press releases, e-blasts, newsletters, website link, and other pre/post outreach*
- *Premium VIP Seating (3 tables of 10)*

### ***PATRONS: \$7,500***

- *Exhibitor Space two (2) additional exhibitor spaces for non-profits provided by (XYZ Company)*
- *Special Recognition on all printed materials*
- *High Profile (Name & Logo) on all Event Signage*
- *Name listed on event poster*
- *Featured on all social media and online promotions including: press releases, e-blasts, newsletters, website link, and other pre/post outreach*
- *Prominent VIP seating (2 tables of 10)*

### ***BENEFACTORS: \$5,000***

- *Exhibitor space and an additional exhibitor space for non-profit provided by (XYZ Company)*
- *Special Recognition on all printed materials*
- *Name and logo on Event Signage*

- Name listed on event poster
- Featured on all social media and online promotions including: press releases, e-blasts, newsletters, website link, and other pre/post outreach
- Reserved Seating (1 table of 10)

**SPONSOR: \$2,500**

- Exhibit table space
- Recognition on all printed materials
- Name listed on event poster
- Featured on all social media and online promotions including: press releases, e-blasts, newsletters, website link, and other pre/post outreach.

**ANALYSIS**

Due to Governor Newsom’s “Stay at Home” order, the SBCCOG postponed the 2020 Annual General Assembly which was scheduled for March 19, 2020. At the April Steering Committee meeting, it was agreed that because of the unknowns with how long the virus will last and whether it will come back in the fall, this year’s General Assembly would be canceled. The date of the next General Assembly is March 18, 2021.

It should be noted that all prepromotion benefits for the 2020 General Assembly were provided including posting company names in local newspapers, in the SBCCOG newsletter and e-newsletters, and posting on the SBCCOG website.

The SBCCOG staff reviewed possible alternatives to meet the 2020 sponsorship commitments. Below is a list of suggested alternatives to the 2020 sponsorship benefits. Additional costs related to benefits will be identified once the SBCCOG Steering Committee provides staff direction. The SBCCOG Steering Committee can select as many as they feel are needed to provide benefit for the sponsorships as well as modify descriptions or add additional items.

#	Name/Description	Additional SBCCOG Costs?	Staff Resources
1	<b>Ad Box</b> at the bottom of E-newsletters (circulation 17,427), there would be a limited number of boxes and the sponsors would be rotated or all names would just be listed at the bottom with no ad boxes	No	Med.
2	<b>Sponsor Showcase Insert</b> in the Quarterly SBCCOG Newsletter "South Bay Watch" or sponsors names could be listed in the newsletter through the end of the year.	Yes	Med.
3	<b>Higher Level of promotion for 2021</b> if the company sponsors for both years at the same level. Level names to be determined, for example "Platinum Sponsor", "Leadership South Bay", etc.; benefits for the higher levels of sponsorships would be applied to the 2021 event such as company name on banner; costs and staff resources would be determined on additional benefits such as cost of banners	Yes	Low/Med.
4	<b>Special 2021 General Assembly Bag</b> with 2020 and 2021 Sponsors names and logos. The bags would be printed by a SBCCOG vendor and handed out at the event to attendees	Yes	Med.
5	<b>Special Website Sponsor Listing</b> on front page of SBCCOG website with links to company websites	Yes	High
6	<b>Exhibit Table at SBCCOG Open House Event</b> - tables could be setup around the Board room or throughout the office	No	Med.

## **RECOMMENDATION**

Staff recommendation is to offer all of the benefits above to the 2020 sponsors and to contact each sponsor and let them know the benefits that they will receive through the rest of 2020 from their sponsorship.

Alternatives that could be offered to sponsors:

1. Hold their current sponsorship to be used for the 2021 Annual General Assembly
2. Withdraw their 2020 sponsorship and be refunded by the SBCCOG.

Please note that both of these alternatives could adversely affect our budget.

<b>2020 General Assembly (as of 5/4/2020)</b>	<b>SPONSORS SUMMARY</b>			
<b>Company</b>	<b>CASH to be Received</b>	<b>In-Kind</b>	<b>Total</b>	<b>PAID</b>
<b>GOLDEN CIRCLE \$10,000 LEVEL</b>				
Southern California Edison	\$10,000.00		\$10,000.00	\$10,000.00
<b>BENEFACTORS \$5,000 LEVEL</b>				
American Dark Fiber, LLC	\$5,000.00		\$5,000.00	\$5,000.00
California State University, Dominguez Hills	\$5,000.00		\$5,000.00	\$5,000.00
Chevron Products Company	\$3,500.00	\$1,500.00	\$5,000.00	\$3,500.00
Clippers Arena Inglewood	\$5,000.00		\$5,000.00	
Continental Development Corporation   Mar Ventures	\$5,000.00		\$5,000.00	\$5,000.00
Port of Los Angeles	\$5,000.00		\$5,000.00	
Southern California Gas Company	\$5,000.00		\$5,000.00	
<b>SPONSORS \$2,500 LEVEL</b>				
Beach Cities Health District	\$2,500.00		\$2,500.00	\$2,500.00
Bird	\$2,000.00	\$500.00	\$2,500.00	
California Water Service	\$2,500.00		\$2,500.00	\$2,500.00
Clean Power Alliance	\$2,500.00		\$2,500.00	
Daily Breeze   Beach Reporter   Palos Verdes Peninsula News		\$4,666.60	\$4,666.60	n/a
Econolite	\$2,500.00		\$2,500.00	\$2,500.00
Kosmont Companies	\$2,500.00		\$2,500.00	\$2,500.00
Los Angeles County Supervisor Janice Hahn	\$2,500.00		\$2,500.00	
Los Angeles Rams	\$2,500.00		\$2,500.00	\$2,500.00
Metropolitan Water District of Southern California	\$2,500.00		\$2,500.00	\$2,500.00
Northrop Grumman	\$2,500.00		\$2,500.00	\$2,500.00
South Bay Association of REALTORS®	\$2,500.00		\$2,500.00	
South Coast Air Quality Management District	\$2,500.00		\$2,500.00	\$2,500.00
Southern California Association of Gov'ts (SCAG)	\$2,500.00		\$2,500.00	
Water Replenishment District of Southern California	\$2,500.00		\$2,500.00	\$2,500.00
Watson Land Company	\$2,500.00		\$2,500.00	\$2,500.00
West Basin Municipal Water District	\$2,500.00		\$2,500.00	\$2,500.00
West Hollywood Advocates for Metro Rail (WHAM)	\$2,500.00		\$2,500.00	
Ygrene	\$2,500.00		\$2,500.00	\$2,500.00
<b>FRIENDS OF COG (Not publicized on Media outreach)</b>				
South Bay Workforce Investment Board	\$750.00		\$750.00	\$750.00
	<b>CASH</b>	<b>IN-KIND</b>	<b>TOTAL</b>	<b>Received</b>
<b>Totals</b>	<b>\$88,750.00</b>	<b>\$6,666.60</b>	<b>\$95,416.60</b>	<b>\$59,250.00</b>

Note: FY2019-20 budgeted cash revenue estimate is

\$60,000.00