



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: AR-3

PREPARED BY: Lisa Hansberger
Recreation Supervisor

MEETING DATE: March 11, 2014

SUBJECT: Sponsorship Requests

REQUEST: Sponsorship request for the 4th of July Concert & Fireworks Show 2014

BACKGROUND: The Fourth of July Fireworks Show has been offered since 2002 and is a collaborative effort between City Staff representing the Fire, Police, Public Works and Community Services Departments. The Monrovia Old Town Advisory Board (MOTAB) typically sponsors the July 4th event, as it benefits many of the businesses in Old Town.

ANALYSIS: The Fourth of July Fireworks Show and Concert will be held on Friday, July 4, in Library Park. Festivities include a DJ playing recorded music from 3:00 p.m. until 7:00 p.m. followed by a concert featuring Stone Soul from 7:00 p.m. to 8:30 p.m. The fireworks show will begin at 9:00 p.m. until approximately 9:25 p.m. Last year there were approximately 10,000 spectators at the event. Several Old Town merchants plan on staying open for this year's event due to the increase in customers and revenue.

FISCAL IMPACT: The Fourth of July event is an unbudgeted program requiring Staff to raise funds to offset event costs. Event expenses including part-time Staff total \$48,000. Sponsorship opportunities are as follows:

\$7,000 - Presidential Sponsor

Package includes:

- ***Full-page advertisement in the Monrovia Today publication, which is mailed to over 17,500 homes and businesses***
- Banner displayed on Myrtle Avenue
- Organization's name on all 4th of July materials distributed throughout the City of Monrovia
- Organization's name on a banner displayed in the park on the day of the event
- Organization's name listed on the Monrovia Community Center and Library electronic monitor displays
- Organization's name listed on the City of Monrovia's website
- Organization's name listed on three Myrtle Avenue Pole Banners

\$5,000 - Patriot Sponsor

Package includes:

- Half-page advertisement in the Monrovia Today publication which is mailed to over 17,500 homes and businesses
- A banner displayed on Myrtle Avenue
- Organization's name on all 4th of July materials distributed throughout Monrovia

- Organization's name on a banner displayed in the park on the day of the event
- Organizations name listed on the Monrovia Library and Canyon Park electronic displays
- Organization's name listed on the City of Monrovia's website
- Organization's name listed on two (2) Myrtle Avenue Pole Banners

\$2,500 - Stars & Stripes Sponsor

Package includes:

- Quarter-page advertisement in the Monrovia Today publication which is mailed to over 17,500 homes and businesses
- Organization's name on a banner displayed in the park on the day of the event
- Organization's name on all 4th of July materials distributed throughout Monrovia
- Your organization's name listed on the City of Monrovia's website
- Organization's name listed on one (1) Myrtle Avenue Pole Banners

\$1,000 - Sparkler Sponsor

Package Includes:

- Business card size advertisement in the Monrovia Today publication which is mailed to over 17,500 homes and businesses

SPONSORSHIP REQUEST:

Staff is requesting MOTAB sponsor the 4th of July Concert & Fireworks Show at the \$5,000 level to help offset event costs while providing a benefit to businesses in Old Town.

BOARD ACTION REQUIRED: If the Board concurs, the appropriate action would be a motion to approve the sponsorship request in the amount of \$5,000 toward the 4th of July Concert & Fireworks Show.