

CITY OF LOS ALAMITOS
Council Chamber
3191 Katella Ave., Los Alamitos CA 90720

PARKS, RECREATION AND CULTURAL ARTS COMMISSION
AGENDA
REGULAR MEETING

Wednesday, April 5, 2023 – 7:00 PM

NOTICE TO THE PUBLIC – This Agenda contains a brief general description of each item to be considered. Except as provided by law, action or discussion shall not be taken on any item not appearing on the agenda. Supporting documents, including staff reports, are available for review at the Recreation & Community Services Department or on the City's website at www.cityoflosalamitos.org once the agenda has been publicly posted.

Any written materials relating to an item on this agenda submitted to the Parks, Recreation & Cultural Arts Commission after distribution of the agenda packet are available for public inspection at the Recreation & Community Services Department, 10911 Oak St., Los Alamitos CA 90720, during normal business hours. In addition, such writings or documents will be made available for public review at the respective public meeting.

It is the intention of the City of Los Alamitos to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee, or a participant at this meeting, you will need special assistance beyond what is normally provided, please contact the Recreation & Community Services Department at (562) 430-1073, extension 501, 48 hours prior to the meeting so that reasonable arrangements may be made.

Persons wishing to address the Parks, Recreation & Cultural Arts Commission on any item on the Parks, Recreation & Cultural Arts Commission Agenda should complete a yellow "Request to Speak" card and will be called upon at the time the agenda item is called or during the Parks, Recreation & Cultural Arts Commission's consideration of the item and may address the Parks, Recreation & Cultural Arts Commission for up to three minutes.

1. CALL TO ORDER

2. ROLL CALL

Commissioner Beck
Commissioner Cope
Commissioner K. Duran
Commissioner Gallagher
Commissioner Joseph
Vice Chair Bandak
Chair A. Duran

3. PLEDGE OF ALLEGIANCE

Alex Duran will lead the Pledge of Allegiance.

4. ORAL COMMUNICATIONS

At this time, any individual in the audience may come forward to speak on any item within the subject matter jurisdiction of the Parks, Recreation & Cultural Arts Commission (PR&CA). Please state if you wish to speak on an item on the Agenda. Remarks are to be limited to not more than five minutes.

5. APPROVAL OF MINUTES

A. Approval of Minutes

Approval of the Minutes for the Regular Meetings of February 1, 2023 and March 1, 2023.

6. STAFF REPORTS

A. Employee of the Quarter

This report provides the Parks, Recreation & Cultural Arts Commission with information regarding the Los Alamitos Recreation & Community Services Department Employee of the Quarter.

Recommendation:

Commission receive and file.

B. Programs for Preschool Age Youth

This report provides the Parks, Recreation & Cultural Arts Commission with an overview of Preschool Age Programs.

Recommendation:

Commission receive and file.

C. 2023 Event Sponsorship Packet

This report provides the Parks, Recreation & Cultural Arts Commission with an overview of the revamped Los Alamitos Recreation and Community Services Department's 2023 Event Sponsorship packet.

Recommendation:

Commission receive and file.

7. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

8. COMMISSIONER REPORTS

At this time, Commissioners may report on items not specifically described on the Agenda that are of interest to the community, provided no action or discussion is taken except to provide staff direction to report back or to place the item on a future Agenda.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission will adjourn to Wednesday, May 3, 2023.

I hereby certify under penalty of perjury under the laws of the State of California, that the foregoing Agenda was posted at the Los Alamitos City Hall, 3191 Katella Ave. and online at www.cityoflosalamitos.org not less than 72 hours prior to the meeting. **Dated this 23rd of March 2023.**

Trini Zenovka

Trini Zenovka, Department Secretary

**MINUTES OF PARKS, RECREATION AND CULTURAL ARTS COMMISSION
OF THE CITY OF LOS ALAMITOS**

REGULAR MEETING – WEDNESDAY, February 1, 2023

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 7:00 p.m., Wednesday, February 1, 2023, in the Community Center, 10911 Oak St., Chair A. Duran presiding.

2. ROLL CALL

Present: Commission Members: Cope, A. Duran, K. Duran, Gallagher

Absent: Commission Members: Bandak (excused), Beck, Joseph (excused)

Present: Staff: Emeline Noda, Director of Recreation & Community Services
Jennifer Sisoiev, Recreation Manager
Steve Kim, Recreation Supervisor
Jason Bruton, Special Events Supervisor
Alix Anderson, Community Services Coordinator

3. PLEDGE OF ALLEGIANCE

Chair Duran led the Pledge of Allegiance.

4. ORAL COMMUNICATION

Chair Duran opened Oral Communications. There being no one present requesting to speak, Chair Duran closed Oral Communications.

5. APPROVAL OF MINUTES

January 11, 2023

Motion/Second: K. Duran/A. Duran

Motion Carried: The Parks, Recreation and Cultural Arts Commission approved the Special Meeting of January 11, 2023.

January 26, 2023

Motion/Second: A. Duran/K. Duran

Motion Carried: The Parks, Recreation and Cultural Arts Commission approved the Special Meeting of January 26, 2023.

6. STAFF REPORTS

A. Findings Required by AB 361 for the Continued Use of Teleconferencing for Meetings

For the Parks, Recreation & Cultural Arts Commission to continue to have the option to meet via teleconference during the pandemic, AB 361 requires the Parks, Recreation & Cultural Arts Commission to make specific findings at least every thirty (30) days.

Director of Recreation & Community Services Emeline Noda summarized the staff report.

Motion/Second: Cope/A. Duran

Abstain: N/A

Motion Carried: The Parks, Recreation and Cultural Arts Commission the option to meet via teleconference during the pandemic.

A. 2022 ACCOMPLISHMENTS

This report provides the Parks, Recreation & Cultural Arts Commission with a summary of the 2022 Recreation & Community Services Department accomplishments.

Director of Recreation & Community Services Emeline Noda summarized the staff report.

B. SPRING 2023 PREVIEW OF PROGRAMS & EVENTS

This report provides the Parks, Recreation & Cultural Arts Commission with information regarding the upcoming Spring Programs and Events.

Recreation Supervisor Steve Kim summarized the staff report.

C. LOS ALAMITOS AQUATICS PROGRAM

This report provides the Parks, Recreation & Cultural Arts Commission with information regarding the upcoming Los Alamitos Aquatics Program.

Special Events Supervisor Jason Bruton summarized the staff report.

8. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Emeline Noda, Director of Recreation & Community Services

The annual staff Recreation Core Staff Retreat was today, February 1 at Rancho Los Amigos. The day includes speakers and presentations on a variety of work-related topics such as communication, team building, life balance, public speaking, and effective leadership. This annual retreat provides Recreation Administrative staff the opportunity to gather, learn and improve their skills while building team rapport.

The Recreation and Community Services Department is hiring for a variety of positions including Recreation Leader, Lifeguard, Water Safety Instructor I, Senior

Lifeguard/Water Safety Instructor II and Recreation Specialist – Preschool. Interested applicants are encouraged to visit and apply on the City’s website.

Recreation Supervisor Joanna Contreras will begin maternity leave in the coming weeks, Steve Kim will be assigned some of her tasks during her absence.

Trini Zenovka, Department Secretary

- Announced that Los Alamitos Senior Club will resume travel trips, first travel trip will on Monday, February 20, 2023, to Pala Casino Spa Resort.
- Bingo Fundraiser will take place on March 2, 2023, buy in is from 9:30 a.m. 11:00 a.m., Bingo starts promptly at 11:30 a.m.
- Senior Club Board will be installed tomorrow, February 2, 2023.

7. COMMISSIONER REPORTS

Commissioner K. Duran

Nothing to report

Commissioner Cope

Nothing to report

Commissioner Gallagher

Nothing to report

Chair A. Duran

Chair Duran thanked staff for their hard work and dedication in making a difference in the community and expressed his appreciation for staff.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 7:48 p.m.

Attest:

Alex Duran, Chair

Emeline Noda
Director of Recreation & Community Services
Recreation & Community Services Department

**MINUTES OF PARKS, RECREATION AND CULTURAL ARTS COMMISSION
OF THE CITY OF LOS ALAMITOS**

REGULAR MEETING – WEDNESDAY, March 1, 2023

1. CALL TO ORDER

The Parks, Recreation and Cultural Arts Commission met in a Regular Session at 7:08 p.m., Wednesday, March 1, 2023, in the Council Chambers, 3191 Katella Ave., Chair A. Duran presiding.

2. ROLL CALL

Present: Commission Members: Beck, A. Duran, K. Duran, Bandak

Absent: Commission Members: Cope (excused), Gallagher (absent), Joseph (excused)

Present: Staff: Emeline Noda, Director of Recreation & Community Services
Jennifer Sisoiev, Recreation Manager
Steve Kim, Recreation Supervisor
Cassidy Figueroa, Recreation Coordinator

3. PLEDGE OF ALLEGIANCE

Chair Duran led the Pledge of Allegiance.

4. ORAL COMMUNICATION

Chair Duran opened Oral Communications. There being no one present requesting to speak, Chair Duran closed Oral Communications.

5. APPROVAL OF MINUTES

Due to lack of quorum from the February meeting, the Parks, Recreation and Cultural Arts Commission deferred the approval of minutes for the Regular Meeting of February 1, 2023.

6. STAFF REPORTS

A. 2023 Summer Concert Series

This report provides the Parks, Recreation & Cultural Arts Commission with a summary of the upcoming 2023 Summer Concert Series.

Recreation Supervisor Steve Kim summarized the staff report and requested the Commission to vote on various genres to select for the concert bands.

The PR&CA Commissioner rankings for the 2023 Summer Concert Series Genres, in the following order:

1. 80's
2. Country
3. 70's
4. Rock
5. 60's
6. 90's
7. Cover Bands
8. Pop
9. Musical

B. Contract Classes

This report provides the Parks, Recreation & Cultural Arts Commission with information regarding the upcoming contract classes being offered.

Recreation Coordinator Cassidy Figueroa summarized the staff report.

C. Los Alamitos Recreation & Community Services Department Loyalty Program-MyRec Rewards

This report provides the Parks, Recreation & Cultural Arts Commission with information regarding the MyRec Rewards Loyalty Program.

Recreation Coordinator Cassidy Figueroa summarized the staff report.

8. ITEMS FROM THE RECREATION & COMMUNITY SERVICES DEPARTMENT

Cassidy Figueroa, Recreation Coordinator

- Announced Weekend of Art will take place Friday, March 17, 2023, from 5:00 p.m. to 8:00 p.m., and Saturday, March 18, 2023, 12:00 p.m. to 6:00 p.m. Staff requests Commissioners to serve as judges on Friday, March 17 from 5:00 p.m. to 6:00 p.m.

Jennifer Sisoiev, Recreation Manager

- The Recreation and Community Services Department is hiring for a variety of positions including Recreation Leader, Lifeguard, Water Safety Instructor I, Senior Lifeguard/Water Safety Instructor II and Recreation Specialist for Preschool Program. Interested applicants are encouraged to visit and apply on the City's website. Asked to share the information to anyone that is interested.

Trini Zenovka, Department Secretary

- Announced that Senior Prom will take place Saturday, May 6, 2023, from 3:00 p.m. to 6:00 p.m.

- Bingo Fundraiser will take place on March 2, 2023, Bingo buy in is from 9:30 a.m. 11:00 a.m., bingo begins promptly at 11:30 a.m.
- Announced that Los Alamitos Senior Club rescheduled their first travel trip to Pala Casino Spa and Resort to Monday, April 17, 2023, due to low enrollment.

7. COMMISSIONER REPORTS

Commissioner Beck

Nothing to report.

Commissioner K. Duran

Nothing to report.

Vice Chair Bandak

Nothing to report.

Chair A. Duran

Chair Duran thanked staff for their hard work and dedication in making a difference in the community and expressed his appreciation for staff.

9. ADJOURNMENT

The Parks, Recreation, and Cultural Arts Commission adjourned at 7:52 p.m.

Attest:

Alex Duran, Chair

Emeline Noda
Director of Recreation & Community Services
Recreation & Community Services Department

City of Los Alamitos

PARKS, RECREATION AND CULTURAL ARTS

COMMISSION AGENDA REPORT

MEETING DATE: April 5, 2023

ITEM NUMBER: 6A

To: Chair Alex Duran & Members of the Parks, Recreation and Cultural Arts Commission

Presented By: Jennifer Sisoiev, Recreation Manager

Subject: Employee of the Quarter

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission with information regarding the Los Alamitos Recreation & Community Services Department Employee of the Quarter.

RECOMMENDATION

Commission receive and file.

BACKGROUND

The Recreation and Community Services Department implements an awards program to recognize part-time employees for their outstanding work performance on a quarterly basis. The awards program was designed to honor individuals who have a strong work ethic, exhibit quality customer service to patrons, and have performed excellent work in their program or event to which they were assigned.

DISCUSSION

First implemented in Fall 2015, the Recreation & Community Services Department full-time staff wanted to recognize part-time employees within the Department to honor those who have gone above and beyond. The Department employs approximately 50 part-time Recreation Leaders on an annual basis. Most of the employees do an outstanding job on a daily basis, but there are a few who have stood out among their peers.

Staff developed a STAR criteria for determining which staff member(s) should be recognized each quarter. Employees are nominated by lead staff or the administrative team in the Recreation & Community Services Department and vote quarterly based on the following criteria:

S – Support of the Department's Values
T – Teamwork
A – Above & Beyond
R – Reliable

The following individuals are the recent recipients of the “Employee of the Quarter”:

Mackenzie Dunlop (Senior Recreation Leader) – Mackenzie was awarded Employee of the Quarter for Spring 2022. Mackenzie has been an integral part of the Recreation and Community Services team since she was hired in April 2021. She has assisted in many of the Department's programs, including Summer Day Camps, Parks Programs, staff-led classes, special events, Senior Grocery Program and more. She took on the role of Preschool assistant teacher in the spring of 2021 and has since played a major role in the program's success, including the transition through Covid-19 restrictions. Mackenzie was also part of the core staff that planned the 2022 MemorialCare Miller Children's & Women's Hospital Long Beach Spring Carnival and Weekend of Art. Mackenzie was promoted to Senior Recreation Leader in April 2022 as a reflection of her hard work, dedication, and positive attitude. She was recently promoted to Recreation Specialist, teaching Preschool and the lead for Senior Grocery Program.

Joseph Echeandia (Recreation Leader) – Joseph Echeandia was awarded Employee of the Quarter for Summer 2022. Joseph has been an important part of the Recreation and Community Services team since he was hired in April 2021. He has assisted in many of the Department's programs, including Summer Day Camp, Parks Program, staff-led classes, special events, youth and adult sports, and more. He took on the role of assisting with cooking camps and leading multiple weeks of Jedi Camp during summer 2023. He is reliable, friendly, task-oriented, and thorough in all that he does. Joseph has shown a consistent drive to learn and do more for the Department.

Dante Lostracco (Recreation Leader) – Dante Lostracco was awarded Employee of the Quarter for Fall 2022. In the short time Dante has been with the Recreation and Community Services Department, he has worked in an impressive number of areas, including youth sports, adult soccer, day camps, park program, special events, field maintenance, gym rentals, front desk, and most recently, senior programs. Dante is consistently hard working, has a positive attitude, and an eagerness to learn and do more that sets him apart in his role amongst staff. He has picked up on each task quickly and efficiently, covering many different areas within the Department in a relatively short period of time. He is always willing to help his fellow co-workers and takes the time to get to know participants of all ages, from youth sports programs to older adults attending senior programs such as Dine In & Dough House. Dante is a compassionate team member and can be depended on by everyone.

Jewelina Miranda (Recreation Leader) – Jewelina was awarded Employee of the Quarter for Winter 2023. Since being hired in April 2021, she consistently displays a positive attitude and a strong willingness to learn. She has assisted with many of the Department's programs, including front desk, Day Camp, staff-led youth art camp, coaching youth sports teams such as youth volleyball and basketball, and most recently took a larger role in the planning of Weekend of Art by running the art workshop during the event. She has become a core staff member assisting with the front desk, showing dedication to patrons and always providing excellent customer service. Jewelina has flourished in each role and is not afraid of any task. She has a creative and open mind and shows such commitment in coaching her youth sports teams, creating detailed agendas and always encouraging teamwork.

FISCAL IMPACT

The nominal costs for the certificates, stars, and STAR Employees recognition wall decor to recognize staff is taken from the Recreation and Community Services Department's supply budget.

Attachment: None

City of Los Alamitos

PARKS, RECREATION AND CULTURAL ARTS

COMMISSION AGENDA REPORT

MEETING DATE: April 5, 2023

ITEM NUMBER: 6B

To: Chair Alex Duran & Members of the Parks, Recreation and Cultural Arts Commission

Presented By: Cassidy Figueroa, Recreation Coordinator / Recreation Specialist

Subject: Programs for Preschool Age Youth

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission with an overview of Preschool Age Programs.

RECOMMENDATION

Commission receive and file.

BACKGROUND

The City of Los Alamitos Recreation and Community Services Department offers a wide variety of programs, classes, and camps for preschool children ages three to five years old ranging from science camps, dance classes, educational classes, Jr. Pee Wee Sports, and the Lil' Oak Preschool Program. This age group represents a strong niche in the Los Alamitos community of parents who are continuously seeking to expose their children to a range of experiences during this important introductory stage of their lives and see what piques their interest.

Although additional organizations provide similar programming to the Department's Lil' Oak Preschool Program, the demand remains high to offer this type of program to the community. The Recreation and Community Services Department offers a lower cost option for recreational and educational-based programs as well as an alternative to competing for enrollment in other local preschool programs with a full waiting list. Additionally, promoting regular physical activity is a public health priority, and classes conducted by the Recreation and Community Services Department make physical activity available, affordable, enjoyable, and beneficial for the youth of the community. Staff continuously evaluate current trends in community needs to fill gaps or supplement the provision of services for this target age group.

DISCUSSION

Lil' Oak Preschool Program - The Lil' Oak Preschool Program sponsored by Southland Credit Union has recently gone through some more changes with new staff and an updated name. At the start of the fall 2022 session, Recreation Specialist Mackenzie Dunlop was introduced as the new lead teacher for the Monday, Wednesday, Friday class. Mackenzie is currently attending Cypress Community College to finish her general education classes and

will be attending California State University, Long Beach, next Fall to obtain a degree in Early Childhood Education. Mackenzie was the co-teacher in the Monday, Wednesday, Friday class last year and has done a remarkable job stepping into the lead teacher position. She has implemented new ways of teaching sight words, as well as teaching fun and engaging lessons.

The program underwent a name change in Winter 2023, going from Ready, Set, Go! Preschool Program to the Lil' Oak Preschool Program. The renaming of the program was the next step in the overall rebranding of the program. The program also received a new logo and new t-shirts provided for all preschool participants. The new name aligns better with the values and goals of the program. To introduce the name change, The Lil' Oak Preschool Program hosted its very first preschool aged dance on Saturday, December 17, 2022. The Snowflake Dance sold tickets to families with preschool-aged children. The event included a free face painter, family games, raffle, goodie bags, a family craft, and was a huge hit with over 40 in attendance. Half who attended were from the Lil' Oak Preschool Program and the other half were families who lived in Los Alamitos or attended other preschool programs through the Recreation and Community Services Department.

The Lil' Oak Preschool Program strives to create a realistic classroom setting to best prepare students for transition to kindergarten. Academics is a core component, with emphasis on sightword reading, math, science and art. Recreation Coordinator Cassidy Figueroa, once the lead teacher, has stepped into a new role of overseeing all curriculum taught in both classes. She is present in both the Monday, Wednesday, Friday class and Tuesday, Thursday class. She engages with parents on a daily basis and helps with registration.

Planning is underway for the 4 to 5 year-old graduation to be held on Friday, June 9, 2023 with a theme of "Sailing into Kindergarten!" Staff continuously seeks best practices in teaching and creating a positive learning experience.

Parent and Me Sports – This coed program is offered for participants ages 2 to 3 years with parent participation. It provides a great way for parents to introduce their child to different sports and the benefits of physical activity. Programs include:

- Parent and Me Basketball
- Parent and Me Flag Football
- Parent and Me Soccer
- Parent and Me T-ball
- Mini Superstars

Junior Pee Wee – This coed program is offered for participants ages 3.5 to 5 years. These programs are conducted in a clinic-style setting with small groups who rotate through drill work as they work toward being able to play games. Programs include:

- Junior Pee Wee Basketball
- Junior Pee Wee Flag Football

- Junior Pee Wee Soccer

Youth sports are sponsored by MemorialCare Miller Children's & Women's Hospital Long Beach.

Learn and Grow Playgroup/ Shaping It Up With ABC's and 123's – Diana Perez is a contract instructor who teaches preschool aged classes at the Los Alamitos Community Center. Learn and Grow Playgroup meets on Wednesday morning for ages 1.5-2.5 years old. This class centers around socialization, movement, music, and crafts that will heighten their development in social cognitive, fine, and gross motor skills. Parent participation is required. Shaping it up with ABC's and 123's meets on Wednesday morning and is for ages 2.5-5 years old. This class explores numbers, shapes and letters through movement and fun crafts. The goal is to prepare children for school readiness and parent participation is also required.

Mad Science Camps – Mad Science offers a variety of science camps during the summer for preschool-aged participants. The camps center around hands on learning and fun experiments. Parent participation is not required. These camps are very popular and often meet max capacity at 15 participants per camp.

FISCAL IMPACT

Expenditures allocated for the Lil' Oak Preschool Program and youth sports are funded through the City's General Fund from the Recreation and Community Services Department. Lil' Oak Preschool Program's costs are offset by Southland Credit Union and participant fees. Southland Credit Union will be taking a step back from title sponsor of the Lil' Oak Preschool Program beginning summer 2023. This will allow staff to seek out additional sponsorship opportunities for the program.

Attachment: None

City of Los Alamitos

PARKS, RECREATION AND CULTURAL ARTS

COMMISSION AGENDA REPORT

MEETING DATE: April 5, 2023

ITEM NUMBER: 6C

To: Chair Alex Duran & Members of the Parks, Recreation and Cultural Arts Commission

Presented By: Jennifer Sisoiev, Recreation Manager

Subject: 2023 Event Sponsorship Packet

SUMMARY

This report provides the Parks, Recreation & Cultural Arts Commission with an overview of the revamped Los Alamitos Recreation and Community Services Department's 2023 Event Sponsorship packet.

RECOMMENDATION

Commission receive and file.

BACKGROUND

Sponsorships have been an essential avenue for the Recreation and Community Services Department to raise funds to offset the cost of the various classes and programs offered throughout the year. Additionally, they offer an opportunity for local businesses and organizations to partner with the Department and receive a multitude of marketing benefits while also engaging with the community. Over the years, Department staff have made a concerted effort to seek out additional sponsorship opportunities, including with the recent launch of the 2023 Event Sponsorship Packet.

DISCUSSION

In response to the over 20 events offered by the Recreation and Community Services Department throughout the year and the success of the Event Vendor Packet launched in 2022, staff created a similar packet for Event Sponsorships. The program provides a way for local businesses and organizations to partner with the Department using sponsorship funds in exchange for a variety of marketing benefits at events. The goal was to consolidate and make uniform the event sponsorships in an effort to make one ask to all businesses, providing them a variety of options for events and benefit levels. Sponsors receive a variety of benefits including their logos on event marketing material, branded event areas, banners at events, booth space, press release announcements, features on the Department's E-news and social media accounts, flyers at park kiosks, listings on the Department's website along with a link to their business site, and much more.

The new packet includes a cover page with all events listed including general information along with a newly branded area sponsorship, where businesses can sponsor a specific area

of an event (e.g. Pumpkin Patch sponsor at Trunk or Treat, Snow Play Area sponsor at Winter Wonderland, Fireworks Sponsor at 3rd of July Fireworks Spectacular, etc.). Sponsors would see the success of area event sponsors and desire the same branding opportunity. Additionally, staff created uniform applications for each event including consolidating and simplifying benefit levels across all events based on size of event and sponsorship.

The Event Sponsorship Packet takes the place of the My City My Los Al Partnership Program, which was launched in 2019 and never quite took off with the business community in comparison to event sponsorships, which received a much greater response from businesses who wanted direct access and exposure to the community. After several years of relaunching the Partnership Program, this analysis resulted in the replacement of the Partnership Program with the new Event Sponsorship Program.

The Program launched January 1, 2023 and was sent out to all business license carrying businesses in the City of Los Alamitos. Applications can also be viewed online and at the Los Alamitos Community Center.

FISCAL IMPACT

Staff continues to outreach to the business community in an attempt to secure additional partnerships.

- Attachment:
1. Event Sponsorship Opportunities Flyer
 2. Event Sponsorship forms

Los Alamitos

Recreation & Community Services
Creating Quality of Life

The City of Los Alamitos Recreation and Community Services Department prides itself on planning a wide variety of special events throughout the year for all ages which bring together upwards of 10,000 community members. Each event offers a unique sponsorship opportunity for local businesses and organizations who in turn receive unique marketing benefits allowing them to connect with the local community.



EVENT SPONSORSHIP OPPORTUNITIES

Weekend of Art

Friday, March 17 –
Saturday, March 18

Weekend of Art

Attendance 1,000+

Two-day visual arts exhibition featuring live performances, arts & crafts vendors and art activities.

\$2,000 Presenting Stage Sponsor



Spring Carnival

Saturday, April 8

Spring Carnival

Attendance 4,000+

Attractions include egg hunts, live music, arts, crafts & games, vendors, and a visit from Peter Rabbit.

\$5,000 Presenting Egg Hunt Sponsor



Saturday, April 22

Elevate Teen Expo

Attendance 50+

Personal development conference for teens in middle and high school.

\$5,000 Presenting Giveaway Bag Sponsor



Saturday, May 6

Senior Prom

Attendance 100+

Dinner, live music and dancing for ages 50 and over.

\$1,500 Presenting Entertainment Sponsor





**Thursdays,
June 16 - August 10
No concert July 6**

Summer Concert Series

Attendance 125+ per concert

Features live band and vendors on Pine Street (4 weeks) and Parks (4 weeks).

*\$10,000 Presenting Band Sponsor
or \$5,000 per 4-week series*



Monday, July 3

3rd of July Fireworks Spectacular

Attendance 8,000+

Features live music, military displays, Family Zone, vendors and a spectacular fireworks show.

\$17,500 Presenting Fireworks Sponsors



**ELEVATE
ENCORE**

Wednesday, August 23

Elevate Senior Expo

Attendance 100+

Features vendor fair, health, wellness and second act resources.

\$1,500 Presenting Giveaway Sponsor



Saturday, September 16

Race Los Al & Glow Run

Attendance 1,500 Participants

Race the Streets of Los Al.
5K / 10K

\$5,000 Glow Run Sponsor



Los Alamitos
Recreation & Community Services
Creating Quality of Life

City of Los Alamitos Recreation & Community Services Department
10911 Oak St. Los Alamitos • 562-430-1073

www.cityoflosalamitos.org

My City ♥ My Los Al



Saturday, September 16

Celebrate Los Al

Attendance 4,000

Features live band, vendors, and fun for the whole family!

\$5,000 Stage Sponsor



ELEVATE WOMEN'S CONFERENCE

Wednesday, October 11

Women's Conference

Attendance 60+

A day of empowerment and self-discovery with other likeminded women.

\$5,000 Premier Giveaway Sponsor



TRUNK OR TREAT

Saturday, October 21

Trunk or Treat

Attendance 5,000+

Features costume contest, arts, crafts & games, pumpkin patch, spooky train ride, vendors and trunks.

\$5,000 Presenting Pumpkin Patch Sponsor



WINTER Wonderland

Saturday, December 2

Winter Wonderland

Attendance 7,000+

Features live musical performances, snow play area, Kid Zone, tree lighting and more.

\$5,000 Platinum Family Area Sponsor



Weekend of Art

Presented by the Los Alamitos Parks, Recreation and Cultural Arts Commission

2 DAY VISUAL & PERFORMING ARTS EXHIBITION

March 17-18, 2023

Los Alamitos Community Center • 10911 Oak St. Los Alamitos

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	Title \$5,000	Presenting (Stage) \$2,000	Gold \$1,500	Silver \$1,000	Community \$500
Company/Organization name in event title	✓				
Name on banners displayed thru City	✓				
Logo in Recreation Brochure	✓	✓			
Sponsor banner near stage or entrance	✓	✓			
Press release	✓	✓	✓		
Social media	✓	✓	✓		
E-News distribution	✓	✓	✓	✓	
Logo on website	✓	✓	✓	✓	✓
Booth space at event (10' x 10')	✓	✓	✓	✓	✓
Logo on event flyer	✓	✓	✓	✓	✓

CONTACT:

City of Los Alamitos

Cassidy Figueroa

Phone: (562) 430-1073 Ext. 518

Fax: (562) 594-9657

Email: cfigueroa@cityoflosalamitos.org

*\$1 Million General Liability Insurance required with Additional Insured Endorsement in favor of indemnified parties if your company is utilizing a booth space at the event may be required. Once confirmation is received, liability insurance instructions will be provided. A Certificate of Liability Insurance and Additional Insured Specific Endorsement naming the certificate holder must be submitted prior to event date, for the following certificate holder: City of Los Alamitos, and its officers, employees, agents and volunteers (10911 Oak St., Los Alamitos, CA 90720) and its officers, employees, agents and volunteers (3231 Katella Avenue, Los Alamitos, CA 90720).

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SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

I, the undersigned, represent the listed organization and do hereby agree to contribute the agreed upon dollar amount or in-kind donation and to participate in the aforementioned activity and further agree to indemnify, defend, and hold harmless the City of Los Alamitos and the event sponsors or any other individuals or organizations associated with the above, and each of their officers, agents, or employees from any liability, claim, or action for damages resulting from or in any way arising out of, or in any way connected with participation in this activity. I further agree to abide by and enforce the rules and regulations of the City of Los Alamitos. My booth may be shut down by officials at anytime if they deem my product or marketing supplies to be unsuitable for the event participants or if they will cause damage or problems to the event location. I hereby certify that, on behalf of our organization, we shall be personally responsible for any damage or unnecessary abuse of booth, grounds, or equipment by our organization. I also grant my irrevocable right and permission with respect to photographs, videos, motion pictures, and/or sound recordings being taken of myself, my dependents, and/or my employees or volunteers.

I fully understand that my/my child's participation in the events/programs/classes listed below, exposes me/my child to the risk of personal injury, death or property damage. I hereby acknowledge that I/my child am/is voluntarily participating in this event/program/class and agree to assume any such risks. I hereby release, discharge and agree not to sue the City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors for any injury, death or damage to or loss of personal property arising out of, or in connection with my/my child's participation in the event/program/class from whatever cause, including the active or passive negligence of City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors, or any other participants in the event/program/class. The parties to this agreement understand that this document is not intended to release any party from any act or omission of "gross negligence," as that term is used in applicable case law and/or statutory provision. I further certify that said person/minor is in good health and has no physical or other impediment which would endanger him/her from participating in such an activity. I hereby consent to any x-ray, examination, anesthetic, medical or surgical diagnosis or treatment and hospital care to be rendered to myself/my child by a physician or hospital selected by staff for any injury or incident arising out of or connect with this event/program/class. The City of Los Alamitos has put into place preventative measures and protocols to protect program participants from the spread of COVID-19 and any other contagious diseases; however, the City of Los Alamitos cannot guarantee that you or your child will not become infected with COVID-19 and any other contagious diseases. Further, attending the recreation program could increase your risk and your child's risk of contracting COVID-19 and any other contagious diseases. By signing this Liability Release and Assumption of Risk, I acknowledge the contagious nature of COVID-19 and any other contagious diseases, and voluntarily assume the risk that my child and I may be exposed to or infected by COVID-19 and any other contagious diseases by attending the recreation program and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 and any other contagious diseases at the recreation program may result from the actions, omissions, or negligence of myself and others, including, but not limited to, the City of Los Alamitos, its officers, agents, and employees, and other program participants and their families. I voluntarily agree to assume all the foregoing risks and accept sole responsibility for any harm, injury, or damage that may befall my child or myself relating to me or my child's attendance to the recreation program. On my behalf, and on behalf of my child, I hereby release, covenant not to sue, discharge, and hold harmless the City of Los Alamitos, its officers, agents, and employees (collectively "Released Parties") from any and all claims, including all liabilities, actions, damages, costs or expenses of any kind arising out of or relating to my child's attendance to the recreation program ("Claims"). I understand and agree that this Liability Release and Assumption of Risk includes any Claims based on the actions, omissions, or negligence, whether passive or active, of the Released Parties and irrespective of whether a COVID-19 and any other contagious diseases infection occurs before, during, or after me or my child's attendance at the recreation program. I HAVE CAREFULLY READ THIS WAIVER, RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT THIS IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT ON MY OWN FREE WILL.

Signature: _____ Date: _____

- | | |
|---|----------------|
| ☐ Title | \$5,000 |
| ☐ Presenting (Stage) | \$2,000 |
| ☐ Gold | \$1,500 |
| ☐ Silver | \$1,000 |
| ☐ Community | \$500 |

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Cassidy Figueroa
Recreation Coordinator
Email: cfigueroa@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 518
Fax: (562) 594-9657

☐ Item(s) at booth displaying/promoting: _____

☐ My booth requires electricity and I am aware that it is my responsibility to provide my own generator.

Method of Payment

Pay by check, cash, MasterCard, Discover, or Visa ONLY, payable to the City of Los Alamitos.

Mail payment and completed form to: Los Alamitos Recreation & Community Services, 10911 Oak Street, Los Alamitos, CA 90720

Print Name: _____

Method of Payment (check one): ☐ Cash ☐ Check # _____ ☐ MasterCard ☐ Visa ☐ Discover

Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____

Spring Carnival

free admission!

SATURDAY APRIL 8, 2023

9:30 A.M. TO 12:00 P.M.

EGG HUNTS • LIVE MUSIC • ARTS, CRAFTS & GAMES • VENDORS • VISIT FROM PETER RABBIT
LITTLE COTTONWOOD PARK (4000 FARQUHAR AVENUE, LOS ALAMITOS)

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	SOLD Title \$7,500	Presenting (Egg Hunt) \$5,000	Gold \$2,500	Silver \$1,000	Community \$500
Company/Organization name in event title	✓				
Name on banners displayed thru City	✓	✓			
PA announcements on stage	✓	✓			
Logo in Recreation Brochure	✓	✓			
Sponsor banner near stage or entrance	✓	✓			
Press release	✓	✓	✓		
Social media	✓	✓	✓	✓	
E-News distribution	✓	✓	✓	✓	
Logo on website	✓	✓	✓	✓	✓
Booth space at event	✓ (20'x20')	✓ (10'x10')	✓ (10'x10')	✓ (10'x10')	✓ (10'x10')
Logo on event flyer	✓	✓	✓	✓	✓
VIP Parking Spaces	✓ (4)	✓ (2)			

CONTACT: City of Los Alamitos • Angel Hernandez
Phone: (562) 430-1073 Ext. 517 • Fax: (562) 594-9657
Email: ahernandez@cityoflosalamitos.org

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SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

I, the undersigned, represent the listed organization and do hereby agree to contribute the agreed upon dollar amount or in-kind donation and to participate in the aforementioned activity and further agree to indemnify, defend, and hold harmless the City of Los Alamitos and the event sponsors or any other individuals or organizations associated with the above, and each of their officers, agents, or employees from any liability, claim, or action for damages resulting from or in any way arising out of, or in any way connected with participation in this activity. I further agree to abide by and enforce the rules and regulations of the City of Los Alamitos. My booth may be shut down by officials at anytime if they deem my product or marketing supplies to be unsuitable for the event participants or if they will cause damage or problems to the event location. I hereby certify that, on behalf of our organization, we shall be personally responsible for any damage or unnecessary abuse of booth, grounds, or equipment by our organization. I also grant my irrevocable right and permission with respect to photographs, videos, motion pictures, and/or sound recordings being taken of myself, my dependents, and/or my employees or volunteers.

I fully understand that my/my child's participation in the events/programs/classes listed below, exposes me/my child to the risk of personal injury, death or property damage. I hereby acknowledge that I/my child am/is voluntarily participating in this event/program/class and agree to assume any such risks. I hereby release, discharge and agree not to sue the City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors for any injury, death or damage to or loss of personal property arising out of, or in connection with my/my child's participation in the event/program/class from whatever cause, including the active or passive negligence of City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors, or any other participants in the event/program/class. The parties to this agreement understand that this document is not intended to release any party from any act or omission of "gross negligence," as that term is used in applicable case law and/or statutory provision. I further certify that said person/minor is in good health and has no physical or other impediment which would endanger him/her from participating in such an activity. I hereby consent to any x-ray, examination, anesthetic, medical or surgical diagnosis or treatment and hospital care to be rendered to myself/my child by a physician or hospital selected by staff for any injury or incident arising out of or connect with this event/program/class. The City of Los Alamitos has put into place preventative measures and protocols to protect program participants from the spread of COVID-19 and any other contagious diseases; however, the City of Los Alamitos cannot guarantee that you or your child will not become infected with COVID-19 and any other contagious diseases. Further, attending the recreation program could increase your risk and your child's risk of contracting COVID-19 and any other contagious diseases. By signing this Liability Release and Assumption of Risk, I acknowledge the contagious nature of COVID-19 and any other contagious diseases, and voluntarily assume the risk that my child and I may be exposed to or infected by COVID-19 and any other contagious diseases by attending the recreation program and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 and any other contagious diseases at the recreation program may result from the actions, omissions, or negligence of myself and others, including, but not limited to, the City of Los Alamitos, its officers, agents, and employees, and other program participants and their families. I voluntarily agree to assume all the foregoing risks and accept sole responsibility for any harm, injury, or damage that may befall my child or myself relating to me or my child's attendance to the recreation program. On my behalf, and on behalf of my child, I hereby release, covenant not to sue, discharge, and hold harmless the City of Los Alamitos, its officers, agents, and employees (collectively "Released Parties") from any and all claims, including all liabilities, actions, damages, costs or expenses of any kind arising out of or relating to my child's attendance to the recreation program ("Claims"). I understand and agree that this Liability Release and Assumption of Risk includes any Claims based on the actions, omissions, or negligence, whether passive or active, of the Released Parties and irrespective of whether a COVID-19 and any other contagious diseases infection occurs before, during, or after me or my child's attendance at the recreation program. I HAVE CAREFULLY READ THIS WAIVER, RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT THIS IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT ON MY OWN FREE WILL.

Signature: _____ Date: _____

- | | |
|--|----------------|
| ☐ Title | \$7,500 |
| ☐ Presenting (Egg Hunt) | \$5,000 |
| ☐ Gold | \$2,500 |
| ☐ Silver | \$1,000 |
| ☐ Community | \$500 |

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Angel Hernandez
Community Services Coordinator
Email: ahernandez@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 517
Fax: (562) 594-9657

☐ Item(s) at booth displaying/promoting: _____

☐ My booth requires electricity and I am aware that it is my responsibility to provide my own generator.

Method of Payment

Pay by check, cash, MasterCard, Discover, or Visa ONLY, payable to the City of Los Alamitos.

Mail payment and completed form to: Los Alamitos Recreation & Community Services, 10911 Oak Street, Los Alamitos, CA 90720

Print Name: _____

Method of Payment (check one): ☐ Cash ☐ Check # _____ ☐ MasterCard ☐ Visa ☐ Discover

Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____



**Saturday,
April 22, 2023**
8:00 a.m. to 3:30 p.m.
**Personal development conference for
teens in middle and high school.**

**Los Alamitos Community Center
(10911 Oak St., Los Alamitos)**

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	SOLD Title \$7,500	Presenting (Goodie) \$5,000	Gold \$2,500	Silver \$1,000	Community \$500
Company/Organization name in event title	✓				
Logo in Recreation Brochure	✓	✓			
Sponsor banner near stage or entrance	✓	✓			
Logo on giveaway bags	✓	✓			
Press release	✓	✓	✓		
Social media	✓	✓	✓		
E-News distribution	✓	✓	✓	✓	
Logo on website	✓	✓	✓	✓	✓
Logo on event flyer	✓	✓	✓	✓	✓

CONTACT:

City of Los Alamitos
Samantha Kenny

Phone: (562) 430-1073 Ext. 521

Fax: (562) 594-9657

Email: skenny@cityoflosalamitos.org

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SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

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Signature: _____ Date: _____

- | | |
|--|----------------|
| ☐ Title | \$7,500 |
| ☐ Presenting (Goodie) | \$5,000 |
| ☐ Gold | \$2,500 |
| ☐ Silver | \$1,000 |
| ☐ Community | \$500 |

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Samantha Kenny
Recreation Coordinator
Email: skenny@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 521
Fax: (562) 594-9657

Method of Payment

Pay by check, cash, MasterCard, Discover, or Visa ONLY, payable to the City of Los Alamitos.

Mail payment and completed form to: Los Alamitos Recreation & Community Services, 10911 Oak Street, Los Alamitos, CA 90720

Print Name: _____

Method of Payment (check one): ☐ Cash ☐ Check # _____ ☐ MasterCard ☐ Visa ☐ Discover

Card Number: _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____

SENIOR PROM

Live Band • Dinner • Dancing

**SATURDAY,
MAY 6, 2023**
3:00 P.M. TO 6:00 P.M.

Los Alamitos Community Center
10911 Oak St. Los Alamitos

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	SOLD Title \$2,500	Presenting (Entertainment) \$1,500	Gold \$1,000	Community \$500
Company/Organization name in event title	✓			
Logo in Recreation Brochure	✓	✓		
Sponsor banner near stage or entrance	✓	✓		
Press release	✓	✓	✓	
Social media	✓	✓	✓	
E-News distribution	✓	✓	✓	
Logo on website	✓	✓	✓	✓
Logo on event flyer	✓	✓	✓	✓

CONTACT:

City of Los Alamitos
Gilberto Arteaga-Ceja
Phone: (562) 430-1073 Ext. 516
Fax: (562) 594-9657
Email: garteaga-ceja@cityoflosalamitos.org

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SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

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Signature: _____ Date: _____

- | | |
|---|----------------|
| ☐ Title | \$2,500 |
| ☐ Presenting (Entertainment) | \$1,500 |
| ☐ Gold | \$1,000 |
| ☐ Community | \$500 |

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Gilberto Arteaga-Ceja
Community Services Coordinator
Email: garteaga-ceja@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 516
Fax: (562) 594-9657

Method of Payment

Pay by check, cash, MasterCard, Discover, or Visa ONLY, payable to the City of Los Alamitos.

Mail payment and completed form to: Los Alamitos Recreation & Community Services, 10911 Oak Street, Los Alamitos, CA 90720

Print Name: _____

Method of Payment (check one): ☐ Cash ☐ Check # _____ ☐ MasterCard ☐ Visa ☐ Discover

Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____

Los Alamitos
Recreation & Community Services
Creating Quality of Life

Summer CONCERT series

**On Pine &
in the Park**


MemorialCare™
Miller Children's & Women's
Hospital Long Beach

Thursdays
6:30 p.m. to 8:00 p.m.

June 15 – July 13
Pine Street (Los Alamitos)
No concert July 6

July 20 – August 10
Little Cottonwood Park
(4000 Farquhar Ave., Los Alamitos)

&
Orville R. Lewis Jr.
(3662 Kempton Dr., Los Alamitos)

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	SOLD Title \$14,000	Presenting (Band) \$10,000	Gold \$2,500	Silver \$1,000	Community \$500
Company/Organization name in event title	✓				
Name on banners displayed thru City	✓				
PA announcements on stage	✓	✓			
Logo in Recreation Brochure	✓	✓			
Sponsor banner near stage or entrance	✓	✓			
Press release	✓	✓	✓		
Social media	✓	✓	✓	✓	
E-News distribution	✓	✓	✓	✓	
Logo on website	✓	✓	✓	✓	✓
Booth space at event (10' x 10')	✓	✓	✓	✓	✓
Logo on event flyer	✓	✓	✓	✓	✓
VIP Parking Spaces	✓ (4)	✓ (2)			

CONTACT: City of Los Alamitos • Steve Kim
Phone: (562) 430-1073 Ext. 515 • Fax: (562) 594-9657
Email: skim@cityoflosalamitos.org

*\$1 Million General Liability Insurance required with Additional Insured Endorsement in favor of indemnified parties if your company is utilizing a booth space at the event may be required. Once confirmation is received, liability insurance instructions will be provided. A Certificate of Liability Insurance and Additional Insured Specific Endorsement naming the certificate holder must be submitted prior to event date, for the following certificate holder: City of Los Alamitos, and its officers, employees, agents and volunteers (10911 Oak St., Los Alamitos, CA 90720) and its officers, employees, agents and volunteers (3231 Katella Avenue, Los Alamitos, CA 90720).

The City of Los Alamitos reserves the right to approve the groups that want to have a booth at a City sponsored event to ensure that the services and merchandise offered are consistent with the family-oriented entertainment event. The City funds a portion of the costs for the event and State Law prohibits the City from expending funds to support a campaign. As a result, no booths supporting or opposing candidates for public office, ballot measures, or other election activities other than voter registration will be permitted. Location of booth space will be made at the discretion of the City of Los Alamitos. Because of aisle clearance requirements between booths and emergency vehicle lanes, vendors will not be allowed to extend their booth beyond the allotted space. Event subject to change based on COVID-19 restrictions at the time of the event.

SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

I, the undersigned, represent the listed organization and do hereby agree to contribute the agreed upon dollar amount or in-kind donation and to participate in the aforementioned activity and further agree to indemnify, defend, and hold harmless the City of Los Alamitos and the event sponsors or any other individuals or organizations associated with the above, and each of their officers, agents, or employees from any liability, claim, or action for damages resulting from or in any way arising out of, or in any way connected with participation in this activity. I further agree to abide by and enforce the rules and regulations of the City of Los Alamitos. My booth may be shut down by officials at anytime if they deem my product or marketing supplies to be unsuitable for the event participants or if they will cause damage or problems to the event location. I hereby certify that, on behalf of our organization, we shall be personally responsible for any damage or unnecessary abuse of booth, grounds, or equipment by our organization. I also grant my irrevocable right and permission with respect to photographs, videos, motion pictures, and/or sound recordings being taken of myself, my dependents, and/or my employees or volunteers.

I fully understand that my/my child's participation in the events/programs/classes listed below, exposes me/my child to the risk of personal injury, death or property damage. I hereby acknowledge that I/my child am/is voluntarily participating in this event/program/class and agree to assume any such risks. I hereby release, discharge and agree not to sue the City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors for any injury, death or damage to or loss of personal property arising out of, or in connection with my/my child's participation in the event/program/class from whatever cause, including the active or passive negligence of City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors, or any other participants in the event/program/class. The parties to this agreement understand that this document is not intended to release any party from any act or omission of "gross negligence," as that term is used in applicable case law and/or statutory provision. I further certify that said person/minor is in good health and has no physical or other impediment which would endanger him/her from participating in such an activity. I hereby consent to any x-ray, examination, anesthetic, medical or surgical diagnosis or treatment and hospital care to be rendered to myself/my child by a physician or hospital selected by staff for any injury or incident arising out of or connect with this event/program/class. The City of Los Alamitos has put into place preventative measures and protocols to protect program participants from the spread of COVID-19 and any other contagious diseases; however, the City of Los Alamitos cannot guarantee that you or your child will not become infected with COVID-19 and any other contagious diseases. Further, attending the recreation program could increase your risk and your child's risk of contracting COVID-19 and any other contagious diseases. By signing this Liability Release and Assumption of Risk, I acknowledge the contagious nature of COVID-19 and any other contagious diseases, and voluntarily assume the risk that my child and I may be exposed to or infected by COVID-19 and any other contagious diseases by attending the recreation program and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 and any other contagious diseases at the recreation program may result from the actions, omissions, or negligence of myself and others, including, but not limited to, the City of Los Alamitos, its officers, agents, and employees, and other program participants and their families. I voluntarily agree to assume all the foregoing risks and accept sole responsibility for any harm, injury, or damage that may befall my child or myself relating to me or my child's attendance to the recreation program. On my behalf, and on behalf of my child, I hereby release, covenant not to sue, discharge, and hold harmless the City of Los Alamitos, its officers, agents, and employees (collectively "Released Parties") from any and all claims, including all liabilities, actions, damages, costs or expenses of any kind arising out of or relating to my child's attendance to the recreation program ("Claims"). I understand and agree that this Liability Release and Assumption of Risk includes any Claims based on the actions, omissions, or negligence, whether passive or active, of the Released Parties and irrespective of whether a COVID-19 and any other contagious diseases infection occurs before, during, or after me or my child's attendance at the recreation program. I HAVE CAREFULLY READ THIS WAIVER, RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT THIS IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT ON MY OWN FREE WILL.

Signature: _____ Date: _____

- | | |
|--|-----------------|
| ☐ Title | \$14,000 |
| ☐ Presenting (Band) | \$10,000 |
| ☐ Gold | \$2,500 |
| ☐ Silver | \$1,000 |
| ☐ Community | \$500 |

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Steve Kim
Recreation Supervisor
Email: skim@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 515
Fax: (562) 594-9657

☐ Item(s) at booth displaying/promoting: _____

☐ My booth requires electricity and I am aware that it is my responsibility to provide my own generator.

Method of Payment

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Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____



**MONDAY,
JULY 3, 2023
4:00 P.M. TO 9:00 P.M.**

**FOOD COURT * VENDORS * LIVE MUSIC
* MILITARY DISPLAYS * BEER GARDEN
* FAMILY ZONE * FIREWORKS!**

**LOS ALAMITOS JOINT FORCES
TRAINING BASE
(11200 LEXINGTON DRIVE, LOS ALAMITOS)**

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	SOLD Title \$20,000	Presenting (Fireworks) \$17,500	Premier \$10,000	Super Star \$5,000	Shining Star \$2,500	Rising Star \$1,000
Company/Organization name in event title	✓					
Name on banners displayed thru City	✓	✓				
PA announcements on stage	✓	✓	✓			
Logo in Recreation Brochure	✓	✓	✓	✓		
Sponsor banner near stage or entrance	✓	✓	✓	✓		
Press release	✓	✓	✓	✓		
Social media	✓	✓	✓	✓	✓	
E-News distribution	✓	✓	✓	✓	✓	
Logo on website	✓	✓	✓	✓	✓	✓
Booth space at event (10' x 10')	✓	✓	✓	✓	✓	✓
Logo on event flyer	✓	✓	✓	✓	✓	✓
VIP Parking Spaces	✓ (4)	✓ (2)	✓ (2)			

CONTACT: City of Los Alamitos • Jennifer Sisoev
Phone: (562) 430-1073 Ext. 509 • Fax: (562) 594-9657
Email: jsisoev@cityoflosalamitos.org

*\$1 Million General Liability Insurance required with Additional Insured Endorsement in favor of indemnified parties if your company is utilizing a booth space at the event may be required. Once confirmation is received, liability insurance instructions will be provided. A Certificate of Liability Insurance and Additional Insured Specific Endorsement naming the certificate holder must be submitted prior to event date, for the following certificate holder: City of Los Alamitos, and its officers, employees, agents and volunteers (10911 Oak St., Los Alamitos, CA 90720) and its officers, employees, agents and volunteers (3231 Katella Avenue, Los Alamitos, CA 90720).

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SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

I, the undersigned, represent the listed organization and do hereby agree to contribute the agreed upon dollar amount or in-kind donation and to participate in the aforementioned activity and further agree to indemnify, defend, and hold harmless the City of Los Alamitos and the event sponsors or any other individuals or organizations associated with the above, and each of their officers, agents, or employees from any liability, claim, or action for damages resulting from or in any way arising out of, or in any way connected with participation in this activity. I further agree to abide by and enforce the rules and regulations of the City of Los Alamitos. My booth may be shut down by officials at anytime if they deem my product or marketing supplies to be unsuitable for the event participants or if they will cause damage or problems to the event location. I hereby certify that, on behalf of our organization, we shall be personally responsible for any damage or unnecessary abuse of booth, grounds, or equipment by our organization. I also grant my irrevocable right and permission with respect to photographs, videos, motion pictures, and/or sound recordings being taken of myself, my dependents, and/or my employees or volunteers.

I fully understand that my/my child's participation in the events/programs/classes listed below, exposes me/my child to the risk of personal injury, death or property damage. I hereby acknowledge that I/my child am/is voluntarily participating in this event/program/class and agree to assume any such risks. I hereby release, discharge and agree not to sue the City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors for any injury, death or damage to or loss of personal property arising out of, or in connection with my/my child's participation in the event/program/class from whatever cause, including the active or passive negligence of City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors, or any other participants in the event/program/class. The parties to this agreement understand that this document is not intended to release any party from any act or omission of "gross negligence," as that term is used in applicable case law and/or statutory provision. I further certify that said person/minor is in good health and has no physical or other impediment which would endanger him/her from participating in such an activity. I hereby consent to any x-ray, examination, anesthetic, medical or surgical diagnosis or treatment and hospital care to be rendered to myself/my child by a physician or hospital selected by staff for any injury or incident arising out of or connect with this event/program/class. The City of Los Alamitos has put into place preventative measures and protocols to protect program participants from the spread of COVID-19 and any other contagious diseases; however, the City of Los Alamitos cannot guarantee that you or your child will not become infected with COVID-19 and any other contagious diseases. Further, attending the recreation program could increase your risk and your child's risk of contracting COVID-19 and any other contagious diseases. By signing this Liability Release and Assumption of Risk, I acknowledge the contagious nature of COVID-19 and any other contagious diseases, and voluntarily assume the risk that my child and I may be exposed to or infected by COVID-19 and any other contagious diseases by attending the recreation program and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 and any other contagious diseases at the recreation program may result from the actions, omissions, or negligence of myself and others, including, but not limited to, the City of Los Alamitos, its officers, agents, and employees, and other program participants and their families. I voluntarily agree to assume all the foregoing risks and accept sole responsibility for any harm, injury, or damage that may befall my child or myself relating to me or my child's attendance to the recreation program. On my behalf, and on behalf of my child, I hereby release, covenant not to sue, discharge, and hold harmless the City of Los Alamitos, its officers, agents, and employees (collectively "Released Parties") from any and all claims, including all liabilities, actions, damages, costs or expenses of any kind arising out of or relating to my child's attendance to the recreation program ("Claims"). I understand and agree that this Liability Release and Assumption of Risk includes any Claims based on the actions, omissions, or negligence, whether passive or active, of the Released Parties and irrespective of whether a COVID-19 and any other contagious diseases infection occurs before, during, or after me or my child's attendance at the recreation program. I HAVE CAREFULLY READ THIS WAIVER, RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT THIS IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT ON MY OWN FREE WILL.

Signature: _____ Date: _____

- | | |
|---|-----------------|
| ☐ Title | \$20,000 |
| ☐ Presenting (Fireworks) | \$17,500 |
| ☐ Premier | \$10,000 |
| ☐ Super Star | \$5,000 |
| ☐ Shinning Star | \$2,500 |
| ☐ Rising Star | \$1,000 |

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Jennifer Sisoev
Recreation Manager
Email: jsisoev@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 509
Fax: (562) 594-9657

☐ Item(s) at booth displaying/promoting: _____

☐ My booth requires electricity and I am aware that it is my responsibility to provide my own generator.

Method of Payment

Pay by check, cash, MasterCard, Discover, or Visa ONLY, payable to the City of Los Alamitos.

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Print Name: _____

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Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____

ELEVATE ENCORE SENIOR EXPO

**Wednesday,
August 23, 2023**
10:00 a.m. to 12:00 p.m.
**Senior vendor fair * Health, wellness &
resources for your Second Act.**

**Los Alamitos Community Center
(10911 Oak St., Los Alamitos)**

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	Title \$2,500	Presenting (Giveaway) \$1,500	Gold \$1,000	Community \$500
Company/Organization name in event title	✓			
Logo in Recreation Brochure	✓	✓		
Logo on event giveaway	✓	✓		
Sponsor banner near stage or entrance	✓	✓		
Press release	✓	✓	✓	
Social media	✓	✓	✓	
E-News distribution	✓	✓	✓	
Logo on website	✓	✓	✓	✓
Logo on event flyer	✓	✓	✓	✓
Booth space at the event (10'x 10')	✓	✓	✓	✓

CONTACT:

City of Los Alamitos

Jennifer Sisoiev

Phone: (562) 430-1073 Ext. 509

Fax: (562) 594-9657

Email: jsisoiev@cityoflosalamitos.org

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SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

I, the undersigned, represent the listed organization and do hereby agree to contribute the agreed upon dollar amount or in-kind donation and to participate in the aforementioned activity and further agree to indemnify, defend, and hold harmless the City of Los Alamitos and the event sponsors or any other individuals or organizations associated with the above, and each of their officers, agents, or employees from any liability, claim, or action for damages resulting from or in any way arising out of, or in any way connected with participation in this activity. I further agree to abide by and enforce the rules and regulations of the City of Los Alamitos. My booth may be shut down by officials at anytime if they deem my product or marketing supplies to be unsuitable for the event participants or if they will cause damage or problems to the event location. I hereby certify that, on behalf of our organization, we shall be personally responsible for any damage or unnecessary abuse of booth, grounds, or equipment by our organization. I also grant my irrevocable right and permission with respect to photographs, videos, motion pictures, and/or sound recordings being taken of myself, my dependents, and/or my employees or volunteers.

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Signature: _____ Date: _____

- | | |
|--|----------------|
| ☐ Title | \$2,500 |
| ☐ Presenting (Giveaway) | \$1,500 |
| ☐ Gold | \$1,000 |
| ☐ Community | \$500 |

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Jennifer Sisoev
Recreation Manager
Email: jsisoev@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 509
Fax: (562) 594-9657

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Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____

Race Los Al

GLOW RUN
& GLIDE

Saturday, September 16, 2023

Pine Street, Los Alamitos

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	SOLD Title \$25,000	Presenting \$20,000	Premier \$10,000	Executive \$5,000	Supporting \$1,000	Community \$500
Company/Organization name in event title	✓					
Logo on event t-shirt & medals	✓					
Free race entries	✓ (50)	✓ (25)				
Name on banners displayed thru City	✓	✓				
PA announcements on stage	✓	✓				
Logo in Recreation Brochure	✓	✓	✓			
Sponsor banner near stage or entrance	✓	✓	✓	✓		
Press release	✓	✓	✓	✓		
Social media	✓	✓	✓	✓	✓	
E-News distribution	✓	✓	✓	✓	✓	
Logo on website	✓	✓	✓	✓	✓	✓
Booth space at event (10' x 10')	✓	✓	✓	✓	✓	✓
Logo on event flyer	✓	✓	✓	✓	✓	✓
Logo on event paid ad	✓	✓	✓	✓	✓	✓

CONTACT: City of Los Alamitos • Jason Bruton
Phone: (562) 430-1073 Ext. 530 • Fax: (562) 594-9657
Email: jbruton@cityoflosalamitos.org

*\$1 Million General Liability Insurance required with Additional Insured Endorsement in favor of indemnified parties if your company is utilizing a booth space at the event may be required. Once confirmation is received, liability insurance instructions will be provided. A Certificate of Liability Insurance and Additional Insured Specific Endorsement naming the certificate holder must be submitted prior to event date, for the following certificate holder: City of Los Alamitos, and its officers, employees, agents and volunteers (10911 Oak St., Los Alamitos, CA 90720) and its officers, employees, agents and volunteers (3231 Katella Avenue, Los Alamitos, CA 90720).

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SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

I, the undersigned, represent the listed organization and do hereby agree to contribute the agreed upon dollar amount or in-kind donation and to participate in the aforementioned activity and further agree to indemnify, defend, and hold harmless the City of Los Alamitos and the event sponsors or any other individuals or organizations associated with the above, and each of their officers, agents, or employees from any liability, claim, or action for damages resulting from or in any way arising out of, or in any way connected with participation in this activity. I further agree to abide by and enforce the rules and regulations of the City of Los Alamitos. My booth may be shut down by officials at anytime if they deem my product or marketing supplies to be unsuitable for the event participants or if they will cause damage or problems to the event location. I hereby certify that, on behalf of our organization, we shall be personally responsible for any damage or unnecessary abuse of booth, grounds, or equipment by our organization. I also grant my irrevocable right and permission with respect to photographs, videos, motion pictures, and/or sound recordings being taken of myself, my dependents, and/or my employees or volunteers.

I fully understand that my/my child's participation in the events/programs/classes listed below, exposes me/my child to the risk of personal injury, death or property damage. I hereby acknowledge that I/my child am/is voluntarily participating in this event/program/class and agree to assume any such risks. I hereby release, discharge and agree not to sue the City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors for any injury, death or damage to or loss of personal property arising out of, or in connection with my/my child's participation in the event/program/class from whatever cause, including the active or passive negligence of City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors, or any other participants in the event/program/class. The parties to this agreement understand that this document is not intended to release any party from any act or omission of "gross negligence," as that term is used in applicable case law and/or statutory provision. I further certify that said person/minor is in good health and has no physical or other impediment which would endanger him/her from participating in such an activity. I hereby consent to any x-ray, examination, anesthetic, medical or surgical diagnosis or treatment and hospital care to be rendered to myself/my child by a physician or hospital selected by staff for any injury or incident arising out of or connect with this event/program/class. The City of Los Alamitos has put into place preventative measures and protocols to protect program participants from the spread of COVID-19 and any other contagious diseases; however, the City of Los Alamitos cannot guarantee that you or your child will not become infected with COVID-19 and any other contagious diseases. Further, attending the recreation program could increase your risk and your child's risk of contracting COVID-19 and any other contagious diseases. By signing this Liability Release and Assumption of Risk, I acknowledge the contagious nature of COVID-19 and any other contagious diseases, and voluntarily assume the risk that my child and I may be exposed to or infected by COVID-19 and any other contagious diseases by attending the recreation program and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 and any other contagious diseases at the recreation program may result from the actions, omissions, or negligence of myself and others, including, but not limited to, the City of Los Alamitos, its officers, agents, and employees, and other program participants and their families. I voluntarily agree to assume all the foregoing risks and accept sole responsibility for any harm, injury, or damage that may befall my child or myself relating to me or my child's attendance to the recreation program. On my behalf, and on behalf of my child, I hereby release, covenant not to sue, discharge, and hold harmless the City of Los Alamitos, its officers, agents, and employees (collectively "Released Parties") from any and all claims, including all liabilities, actions, damages, costs or expenses of any kind arising out of or relating to my child's attendance to the recreation program ("Claims"). I understand and agree that this Liability Release and Assumption of Risk includes any Claims based on the actions, omissions, or negligence, whether passive or active, of the Released Parties and irrespective of whether a COVID-19 and any other contagious diseases infection occurs before, during, or after me or my child's attendance at the recreation program. I HAVE CAREFULLY READ THIS WAIVER, RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT THIS IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT ON MY OWN FREE WILL.

Signature: _____ Date: _____

- | | |
|-------------------------------------|-----------------|
| ☐ Title | \$25,000 |
| ☐ Presenting | \$20,000 |
| ☐ Premier | \$10,000 |
| ☐ Executive | \$5,000 |
| ☐ Supporting | \$1,000 |
| ☐ Community | \$500 |

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Jason Bruton
Special Events Supervisor
Email: jbruton@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 530
Fax: (562) 594-9657

☐ Item(s) at booth displaying/promoting: _____

☐ My booth requires electricity and I am aware that it is my responsibility to provide my own generator.

Method of Payment

Pay by check, cash, MasterCard, Discover, or Visa ONLY, payable to the City of Los Alamitos.

Mail payment and completed form to: Los Alamitos Recreation & Community Services, 10911 Oak Street, Los Alamitos, CA 90720

Print Name: _____

Method of Payment (check one): ☐ Cash ☐ Check # _____ ☐ MasterCard ☐ Visa ☐ Discover

Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____

Celebrate Los Al

Saturday, September 16, 2023

Pine Street, Los Alamitos

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	SOLD Title \$20,000	Presenting \$15,000	Premier \$10,000	Executive \$5,000	Supporting \$1,000	Community \$500
Company/Organization name in event title	✓					
Free race entries	✓	✓				
Name on banners displayed thru City	✓	✓				
PA announcements on stage	✓	✓				
Logo in Recreation Brochure	✓	✓	✓			
Sponsor banner near stage or entrance	✓	✓	✓	✓		
Press release	✓	✓	✓	✓		
Social media	✓	✓	✓	✓	✓	
E-News distribution	✓	✓	✓	✓	✓	
Logo on website	✓	✓	✓	✓	✓	✓
Booth space at event (10' x 10')	✓	✓	✓	✓	✓	✓
Logo on event flyer	✓	✓	✓	✓	✓	✓
Logo on event paid ad	✓	✓	✓	✓	✓	✓

CONTACT: City of Los Alamitos • Jason Bruton
Phone: (562) 430-1073 Ext. 530 • Fax: (562) 594-9657
Email: jbruton@cityoflosalamitos.org

*\$1 Million General Liability Insurance required with Additional Insured Endorsement in favor of indemnified parties if your company is utilizing a booth space at the event may be required. Once confirmation is received, liability insurance instructions will be provided. A Certificate of Liability Insurance and Additional Insured Specific Endorsement naming the certificate holder must be submitted prior to event date, for the following certificate holder: City of Los Alamitos, and its officers, employees, agents and volunteers (10911 Oak St., Los Alamitos, CA 90720) and its officers, employees, agents and volunteers (3231 Katella Avenue, Los Alamitos, CA 90720).

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SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

I, the undersigned, represent the listed organization and do hereby agree to contribute the agreed upon dollar amount or in-kind donation and to participate in the aforementioned activity and further agree to indemnify, defend, and hold harmless the City of Los Alamitos and the event sponsors or any other individuals or organizations associated with the above, and each of their officers, agents, or employees from any liability, claim, or action for damages resulting from or in any way arising out of, or in any way connected with participation in this activity. I further agree to abide by and enforce the rules and regulations of the City of Los Alamitos. My booth may be shut down by officials at anytime if they deem my product or marketing supplies to be unsuitable for the event participants or if they will cause damage or problems to the event location. I hereby certify that, on behalf of our organization, we shall be personally responsible for any damage or unnecessary abuse of booth, grounds, or equipment by our organization. I also grant my irrevocable right and permission with respect to photographs, videos, motion pictures, and/or sound recordings being taken of myself, my dependents, and/or my employees or volunteers.

I fully understand that my/my child's participation in the events/programs/classes listed below, exposes me/my child to the risk of personal injury, death or property damage. I hereby acknowledge that I/my child am/is voluntarily participating in this event/program/class and agree to assume any such risks. I hereby release, discharge and agree not to sue the City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors for any injury, death or damage to or loss of personal property arising out of, or in connection with my/my child's participation in the event/program/class from whatever cause, including the active or passive negligence of City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors, or any other participants in the event/program/class. The parties to this agreement understand that this document is not intended to release any party from any act or omission of "gross negligence," as that term is used in applicable case law and/or statutory provision. I further certify that said person/minor is in good health and has no physical or other impediment which would endanger him/her from participating in such an activity. I hereby consent to any x-ray, examination, anesthetic, medical or surgical diagnosis or treatment and hospital care to be rendered to myself/my child by a physician or hospital selected by staff for any injury or incident arising out of or connect with this event/program/class. The City of Los Alamitos has put into place preventative measures and protocols to protect program participants from the spread of COVID-19 and any other contagious diseases; however, the City of Los Alamitos cannot guarantee that you or your child will not become infected with COVID-19 and any other contagious diseases. Further, attending the recreation program could increase your risk and your child's risk of contracting COVID-19 and any other contagious diseases. By signing this Liability Release and Assumption of Risk, I acknowledge the contagious nature of COVID-19 and any other contagious diseases, and voluntarily assume the risk that my child and I may be exposed to or infected by COVID-19 and any other contagious diseases by attending the recreation program and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 and any other contagious diseases at the recreation program may result from the actions, omissions, or negligence of myself and others, including, but not limited to, the City of Los Alamitos, its officers, agents, and employees, and other program participants and their families. I voluntarily agree to assume all the foregoing risks and accept sole responsibility for any harm, injury, or damage that may befall my child or myself relating to me or my child's attendance to the recreation program. On my behalf, and on behalf of my child, I hereby release, covenant not to sue, discharge, and hold harmless the City of Los Alamitos, its officers, agents, and employees (collectively "Released Parties") from any and all claims, including all liabilities, actions, damages, costs or expenses of any kind arising out of or relating to my child's attendance to the recreation program ("Claims"). I understand and agree that this Liability Release and Assumption of Risk includes any Claims based on the actions, omissions, or negligence, whether passive or active, of the Released Parties and irrespective of whether a COVID-19 and any other contagious diseases infection occurs before, during, or after me or my child's attendance at the recreation program. I HAVE CAREFULLY READ THIS WAIVER, RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT THIS IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT ON MY OWN FREE WILL.

Signature: _____ Date: _____

- | | |
|-------------------------------------|-----------------|
| ☐ Title | \$20,000 |
| ☐ Presenting | \$15,000 |
| ☐ Premier | \$10,000 |
| ☐ Executive | \$5,000 |
| ☐ Supporting | \$1,000 |
| ☐ Community | \$500 |

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Jason Bruton
Special Events Supervisor
Email: jbruton@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 530
Fax: (562) 594-9657

☐ Item(s) at booth displaying/promoting: _____

☐ My booth requires electricity and I am aware that it is my responsibility to provide my own generator.

Method of Payment

Pay by check, cash, MasterCard, Discover, or Visa ONLY, payable to the City of Los Alamitos.

Mail payment and completed form to: Los Alamitos Recreation & Community Services, 10911 Oak Street, Los Alamitos, CA 90720

Print Name: _____

Method of Payment (check one): ☐ Cash ☐ Check # _____ ☐ MasterCard ☐ Visa ☐ Discover

Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____

ELEVATE

WOMEN'S CONFERENCE

Wednesday, October 11, 2023

8:30 a.m. to 1:00 p.m.

**A day of empowerment and
self-discovery for women, by women.**

**Los Alamitos Community Center
(10911 Oak St., Los Alamitos)**

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	Title \$8,500	Presenting \$7,000	Premier \$5,000	Executive \$2,500	Supporting \$1,000	Community \$500
Company/Organization name in event title	✓					
Name on banners displayed thru City	✓					
Free event entries	✓ (5)	✓ (2)				
6' table at 4 meet ups & conference	✓	✓				
Logo on event giveaway	✓	✓	✓			
City social media exposure	✓	✓	✓			
Intro speaking opportunity at event	✓	✓	✓	✓		
Conference goodie bag insert (provided by org.)	✓	✓	✓	✓	✓	
E-News distribution	✓	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓	✓
Logo on event day materials	✓	✓	✓	✓	✓	✓

CONTACT: City of Los Alamitos • Emeline Noda
Phone: (562) 430-1073 Ext. 510 • Fax: (562) 594-9657
Email: enoda@cityoflosalamitos.org

*\$1 Million General Liability Insurance required with Additional Insured Endorsement in favor of indemnified parties if your company is utilizing a booth space at the event may be required. Once confirmation is received, liability insurance instructions will be provided. A Certificate of Liability Insurance and Additional Insured Specific Endorsement naming the certificate holder must be submitted prior to event date, for the following certificate holder: City of Los Alamitos, and its officers, employees, agents and volunteers (10911 Oak St., Los Alamitos, CA 90720) and its officers, employees, agents and volunteers (3231 Katella Avenue, Los Alamitos, CA 90720).

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SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

I, the undersigned, represent the listed organization and do hereby agree to contribute the agreed upon dollar amount or in-kind donation and to participate in the aforementioned activity and further agree to indemnify, defend, and hold harmless the City of Los Alamitos and the event sponsors or any other individuals or organizations associated with the above, and each of their officers, agents, or employees from any liability, claim, or action for damages resulting from or in any way arising out of, or in any way connected with participation in this activity. I further agree to abide by and enforce the rules and regulations of the City of Los Alamitos. My booth may be shut down by officials at anytime if they deem my product or marketing supplies to be unsuitable for the event participants or if they will cause damage or problems to the event location. I hereby certify that, on behalf of our organization, we shall be personally responsible for any damage or unnecessary abuse of booth, grounds, or equipment by our organization. I also grant my irrevocable right and permission with respect to photographs, videos, motion pictures, and/or sound recordings being taken of myself, my dependents, and/or my employees or volunteers.

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Signature: _____ Date: _____

☐ Title	\$8,500
☐ Presenting	\$7,000
☐ Premier	\$5,000
☐ Executive	\$2,500
☐ Supporting	\$1,000
☐ Community	\$500

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Emeline Noda
Director of Recreation & Community Services
Email: enoda@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 510
Fax: (562) 594-9657

Method of Payment

Pay by check, cash, MasterCard, Discover, or Visa ONLY, payable to the City of Los Alamitos.

Mail payment and completed form to: Los Alamitos Recreation & Community Services, 10911 Oak Street, Los Alamitos, CA 90720

Print Name: _____

Method of Payment (check one): ☐ Cash ☐ Check # _____ ☐ MasterCard ☐ Visa ☐ Discover

Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____

TRUNK OR TREAT

A FUN, SAFE HALLOWEEN EVENT FOR FAMILIES

SATURDAY, OCTOBER 21, 2023

5:00 P.M. TO 7:30 P.M.

LITTLE COTTONWOOD PARK • 4000 FARQUHAR AVE, LOS ALAMITOS

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	SOLD Title \$7,500	Presenting (Pumpkin Patch) \$5,000	Gold \$2,500	Silver \$1,000	Community \$500
Company/Organization name in event title	✓				
Name on banners displayed thru City	✓	✓			
PA announcements on stage	✓	✓			
Logo in Recreation Brochure	✓	✓			
Sponsor banner near stage or entrance	✓	✓			
Press release	✓	✓	✓		
Social media	✓	✓	✓	✓	
E-News distribution	✓	✓	✓	✓	
Logo on website	✓	✓	✓	✓	✓
Booth space at event (10' x 10')	✓	✓	✓	✓	✓
Logo on event flyer	✓	✓	✓	✓	✓
VIP Parking Spaces	✓ (4)	✓ (2)			

CONTACT: City of Los Alamitos • Samantha Kenny
Phone: (562) 430-1073 Ext. 521 • Fax: (562) 594-9657
Email: skenny@cityoflosalamitos.org

*\$1 Million General Liability Insurance required with Additional Insured Endorsement in favor of indemnified parties if your company is utilizing a booth space at the event may be required. Once confirmation is received, liability insurance instructions will be provided. A Certificate of Liability Insurance and Additional Insured Specific Endorsement naming the certificate holder must be submitted prior to event date, for the following certificate holder: City of Los Alamitos, and its officers, employees, agents and volunteers (10911 Oak St., Los Alamitos, CA 90720) and its officers, employees, agents and volunteers (3231 Katella Avenue, Los Alamitos, CA 90720).

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SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

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Signature: _____ Date: _____

- | | |
|---|----------------|
| ☐ Title | \$7,500 |
| ☐ Presenting (Pumpkin Patch) | \$5,000 |
| ☐ Gold | \$2,500 |
| ☐ Silver | \$1,000 |
| ☐ Community | \$500 |

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Samantha Kenny
Recreation Coordinator
Email: skenny@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 521
Fax: (562) 594-9657

☐ Item(s) at booth displaying/promoting: _____

☐ My booth requires electricity and I am aware that it is my responsibility to provide my own generator.

Method of Payment

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Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____



Saturday, December 2, 2023 4:00 p.m. to 7:30 p.m.

Live musical performances * Snow play area * Kid Zone * Tree lighting * Vendors

**St. Isidore Historical Plaza
(10961 Reagan St., Los Alamitos)**

Sponsorship Opportunities

Below are the Sponsorship Opportunities that detail the rewards you will be offered in exchange for your generous donation. All proceeds from the event go directly to offset costs to host free events for the community.

Marketing Opportunities	SOLD Title \$18,000	Presenting (Tree) \$15,000	SOLD Sponsoring (Snow Area) \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Community \$500
Company/Organization name in event title	✓						
Name on banners displayed thru City	✓	✓	✓				
PA announcements on stage	✓	✓	✓				
Tree lighting with Council & Dignitaries	✓	✓	✓				
Front line passes for Snow Play Area & Santa Photos	✓	✓	✓				
Logo in Recreation Brochure	✓	✓	✓	✓			
Sponsor banner near stage or entrance	✓	✓	✓	✓	✓		
Press release	✓	✓	✓	✓	✓		
Social media	✓	✓	✓	✓	✓	✓	
E-News distribution	✓	✓	✓	✓	✓	✓	
Logo on website	✓	✓	✓	✓	✓	✓	✓
Booth space at event (10' x 10')	✓	✓	✓	✓	✓	✓	✓
Logo on event flyer	✓	✓	✓	✓	✓	✓	✓
Logo on event paid ad	✓	✓	✓	✓	✓	✓	✓
VIP parking	✓ (8)	✓ (5)	✓ (5)				

CONTACT: City of Los Alamitos • Joanna Contreras
Phone: (562) 430-1073 Ext. 511 • Fax: (562) 594-9657
Email: jcontreras@cityoflosalamitos.org

*\$1 Million General Liability Insurance required with Additional Insured Endorsement in favor of indemnified parties if your company is utilizing a booth space at the event may be required. Once confirmation is received, liability insurance instructions will be provided. A Certificate of Liability Insurance and Additional Insured Specific Endorsement naming the certificate holder must be submitted prior to event date, for the following certificate holder: City of Los Alamitos, and its officers, employees, agents and volunteers (10911 Oak St., Los Alamitos, CA 90720) and its officers, employees, agents and volunteers (3231 Katella Avenue, Los Alamitos, CA 90720).

The City of Los Alamitos reserves the right to approve the groups that want to have a booth at a City sponsored event to ensure that the services and merchandise offered are consistent with the family-oriented entertainment event. The City funds a portion of the costs for the event and State Law prohibits the City from expending funds to support a campaign. As a result, no booths supporting or opposing candidates for public office, ballot measures, or other election activities other than voter registration will be permitted. Location of booth space will be made at the discretion of the City of Los Alamitos. Because of aisle clearance requirements between booths and emergency vehicle lanes, vendors will not be allowed to extend their booth beyond the allotted space. Event subject to change based on COVID-19 restrictions at the time of the event.

SPONSORSHIP APPLICATION

Company / Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Email: _____ Fax: _____

I, the undersigned, represent the listed organization and do hereby agree to contribute the agreed upon dollar amount or in-kind donation and to participate in the aforementioned activity and further agree to indemnify, defend, and hold harmless the City of Los Alamitos and the event sponsors or any other individuals or organizations associated with the above, and each of their officers, agents, or employees from any liability, claim, or action for damages resulting from or in any way arising out of, or in any way connected with participation in this activity. I further agree to abide by and enforce the rules and regulations of the City of Los Alamitos. My booth may be shut down by officials at anytime if they deem my product or marketing supplies to be unsuitable for the event participants or if they will cause damage or problems to the event location. I hereby certify that, on behalf of our organization, we shall be personally responsible for any damage or unnecessary abuse of booth, grounds, or equipment by our organization. I also grant my irrevocable right and permission with respect to photographs, videos, motion pictures, and/or sound recordings being taken of myself, my dependents, and/or my employees or volunteers.

I fully understand that my/my child's participation in the events/programs/classes listed below, exposes me/my child to the risk of personal injury, death or property damage. I hereby acknowledge that I/my child am/is voluntarily participating in this event/program/class and agree to assume any such risks. I hereby release, discharge and agree not to sue the City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors for any injury, death or damage to or loss of personal property arising out of, or in connection with my/my child's participation in the event/program/class from whatever cause, including the active or passive negligence of City of Los Alamitos or LAUSD and each of their respective officers, agents, employees, representatives, board members, volunteers and sponsors, or any other participants in the event/program/class. The parties to this agreement understand that this document is not intended to release any party from any act or omission of "gross negligence," as that term is used in applicable case law and/or statutory provision. I further certify that said person/minor is in good health and has no physical or other impediment which would endanger him/her from participating in such an activity. I hereby consent to any x-ray, examination, anesthetic, medical or surgical diagnosis or treatment and hospital care to be rendered to myself/my child by a physician or hospital selected by staff for any injury or incident arising out of or connect with this event/program/class. The City of Los Alamitos has put into place preventative measures and protocols to protect program participants from the spread of COVID-19 and any other contagious diseases; however, the City of Los Alamitos cannot guarantee that you or your child will not become infected with COVID-19 and any other contagious diseases. Further, attending the recreation program could increase your risk and your child's risk of contracting COVID-19 and any other contagious diseases. By signing this Liability Release and Assumption of Risk, I acknowledge the contagious nature of COVID-19 and any other contagious diseases, and voluntarily assume the risk that my child and I may be exposed to or infected by COVID-19 and any other contagious diseases by attending the recreation program and that such exposure or infection may result in personal injury, illness, permanent disability, and death. I understand that the risk of becoming exposed to or infected by COVID-19 and any other contagious diseases at the recreation program may result from the actions, omissions, or negligence of myself and others, including, but not limited to, the City of Los Alamitos, its officers, agents, and employees, and other program participants and their families. I voluntarily agree to assume all the foregoing risks and accept sole responsibility for any harm, injury, or damage that may befall my child or myself relating to me or my child's attendance to the recreation program. On my behalf, and on behalf of my child, I hereby release, covenant not to sue, discharge, and hold harmless the City of Los Alamitos, its officers, agents, and employees (collectively "Released Parties") from any and all claims, including all liabilities, actions, damages, costs or expenses of any kind arising out of or relating to my child's attendance to the recreation program ("Claims"). I understand and agree that this Liability Release and Assumption of Risk includes any Claims based on the actions, omissions, or negligence, whether passive or active, of the Released Parties and irrespective of whether a COVID-19 and any other contagious diseases infection occurs before, during, or after me or my child's attendance at the recreation program. I HAVE CAREFULLY READ THIS WAIVER, RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE AND FULLY UNDERSTAND ITS CONTENTS. I AM AWARE THAT THIS IS A FULL RELEASE OF ALL LIABILITY AND SIGN IT ON MY OWN FREE WILL.

Signature: _____ Date: _____

☐	Title	SOLD	\$18,000
☐	Presenting (Tree)		\$15,000
☐	Presenting (Snow Area)	SOLD	\$10,000
☐	Platinum		\$5,000
☐	Gold		\$2,500
☐	Silver		\$1,000
☐	Community		\$500

**FOR MORE INFORMATION ON
SPONSORSHIP OPPORTUNITIES, CONTACT:**
Joanna Contreras
Recreation Supervisor
Email: jcontreras@cityoflosalamitos.org
Phone: (562) 430-1073 Ext. 511
Fax: (562) 594-9657

☐ Item(s) at booth displaying/promoting: _____

☐ My booth requires electricity and I am aware that it is my responsibility to provide my own generator.

Method of Payment

Pay by check, cash, MasterCard, Discover, or Visa ONLY, payable to the City of Los Alamitos.

Mail payment and completed form to: Los Alamitos Recreation & Community Services, 10911 Oak Street, Los Alamitos, CA 90720

Print Name: _____

Method of Payment (check one): ☐ Cash ☐ Check # _____ ☐ MasterCard ☐ Visa ☐ Discover

Card Number: _____ - _____ - _____ - _____ Exp. Date: ____ / ____ CVV2: ____

Billing Address: _____ City: _____ State: _____ Zip: _____

Signature for Credit Card: _____ Date: _____