



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

*Classification 5: Community/Education Outreach*

## **Community Sponsorships Program – Streamlining the Process**





# Community Sponsorships Program – Streamlining the Process

## Summary:

Each year, the Port of Long Beach budgets part of its revenues to sponsor events and activities produced by not-for-profit organizations with 501(c)(3) status that enhance and promote the Port's maritime and commercial interests – providing clear promotional, marketing and community outreach opportunities for the Port. Funds are not allocated for capital or endowment purposes.

The Port of Long Beach Communications and Community Relations team was charged with streamlining the program, which was approved on August 15, 2015, and is being implemented. Recent recipients have been awarded hundreds of thousands of dollars, and include organizations and events supporting community, neighborhood, schools, health care, the arts, sports, leadership, child welfare, shelters, the environment, equality, homelessness, parks and recreation, and more.

*“As we inform and educate the community about the Port, the City's greatest economic engine, we have a responsibility to do that in a way that is transparent and consistent. This is an opportunity to better partner with many great organizations in Long Beach that serve communities surrounding the Port.”*

*– Lori Ann Guzmán, President, Long Beach Board of Harbor Commissioners*





# 7 Communication Challenges and Opportunities

The Port of Long Beach, Calif., is a premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port handles all kinds of cargo, including nearly 7 million container units in 2016, with trade valued at more than \$180 billion. The Port welcomes the world's biggest ships and serves more than 175 shipping lines with connections to 217 seaports around the world. The major economic engine for the city, the Port supports 30,000 Long Beach jobs, one in every eight, and more than 300,000 Southern California jobs. More than 40 percent of America's import goods arrive through the two San Pedro Bay ports of Long Beach and Los Angeles, and Long Beach trade goods reach every U.S. congressional district.

The Port is helping support the economy while dramatically cutting the negative impacts of its operations. Since the Port's landmark Green Port Policy was adopted in 2005, diesel pollution at the Port has decreased by 84 percent, and native

harbor wildlife is flourishing. The Port operates under the banner of the Harbor Department for the City of Long Beach and is a public agency. A five-member Board of Harbor Commissioners, appointed by the Mayor and confirmed by the City Council, serves as the governing body for the Port. As a landlord operation, the Port owns its land but leases operations to terminal operators. The Port receives no taxpayer funds, so goodwill and solid partnerships with the Port's many tenants, customers and stakeholders are vital.

The Port is pursuing the most aggressive capital improvement program in the nation and creating the world's most modern, efficient and sustainable seaport.

The Port is also a dedicated community partner and a strong supporter of global trade education, mitigation grants for areas negatively impacted by Port operations, and sponsorship of not-for-profit community events and activities where the Port will have significant opportunity to share the Port of Long Beach story.



The Port of Long Beach



## 2 Complementing the Overall Mission

The challenge for the Communications and Community Relations team, at the request of the Long Beach Board of Harbor Commissioners, was to streamline and simplify the Community Sponsorship Program.

and Guidelines, approved by the Commission in August 2015. It is a living document that is reviewed periodically to benefit both those applying for funding and the Port staff who administer the program.

The result was the Community Sponsorship Program Policy



The Port's Strategic Plan lists as a major goal: "Engage the community, international trade industry, elected officials and government agencies to build positive relationships that foster mutual understanding."

One strategy for achieving this goal was: "Develop and implement a comprehensive community outreach and education program." As a result, the Port of Long Beach has developed, updated and is implementing:

A comprehensive Education Outreach Plan including scholarships, internships, "externships" for teachers, a one-stop education website, curriculum, speakers – most recently adding in 2016 the Port of Long Beach Academy of Global Logistics, a four-year small learning community "school within a school" at a neighboring high school; The nation's most aggressive Community Grants Program, investing \$46.4 million over a 12 to 15-year period to reduce Port impacts on air quality, traffic noise, and water quality.

And this Community Sponsorship Program.





# 3 Planning and Programming Components

*The Goals for the Streamlined Community Sponsorship Program are to:*

- Clarify the purpose of the program;
- Ensure that sponsorships are directed to supporting and promoting the Port's defined goals and objectives, including maritime related programs and initiatives, such as the environment, water and air quality, and community engagement activities;
- Increase public transparency regarding the sponsorship review and approval process;
- Improve conformity with the approved budget; and
- Ensure compliance with the State Tidelands Trust and City Charter mandates.

*Objectives set by the Communications and Community Relations team, who administer the program, to achieve the stated goals are to:*

- Update the Community Sponsorship Program and Policy Guidelines;
- Update the Sponsorship Application Form to reflect the updated Program and Guidelines;

- Create a Sponsorship Advisory Committee and identify potential committee members to review applications and recommend awardees;
- Launch a marketing and outreach campaign informing the community about the new process;
- As the program is implemented by Port staff, continue to refine the process for maximum efficiency and results;
- As much as possible, track the response to the streamlined program.

*Target audiences include:*

- Long Beach not-for-profit organizations with 501(c)(3) status;
- Organizations that can clearly demonstrate how Port funds will:
  - ♦ Support the Tidelands Trust and maritime-related initiatives, or
  - ♦ Provide the opportunity for meaningful education to the local community about the Port and international trade; or
  - ♦ Provide an opportunity for extensive Port promotion and recognition.





# 4 Actions Taken and Communication Outputs Used

The Long Beach Harbor Department provides sponsorship funds to local not-for-profit groups with 501(c)(3) status for community functions and events to help inform residents about the Port.

To better serve the community and promote the world's greenest port, the five-member Long Beach Board of Harbor Commissioners requested a review of the Port's Community Sponsorship Program and appointed a two-member Sponsorship Advisory Committee to work with the Communications and Community Relations team.

Following review by the Long Beach City Attorney, the Commission voted in August 2015 to approve Communications' updated plan, bringing greater transparency and accessibility to the program. The Board Sponsorship Advisory Committee continues to review the implementation of the new process, review staff evaluations of applications and present final recommendations to the full Board of Harbor Commissioners for discussion and approval at a regular public

meeting. The Committee also reviews the process to determine whether any refinements should be made, based on their observations and those of the Communications staff.

The new policy places greater focus on funding the groups that make Long Beach a better place to live and work, and provides applicants with a clear, consistent process to follow and helps with their planning. It also provides the Port a better opportunity to determine where funding will have the greatest impact – for both the community and the Port.

### The Budget

The Board of Harbor Commissioners sets the Community Sponsorship Program budget at the beginning of each fiscal year (October 1 through September 30) based on Port revenues, and the budget is managed by the Communications and Community Relations Division, specifically the Social & Corporate Responsibility Specialist.

### Applications

Rather than a rolling application process that may inadvertently disadvantage organizations seeking funding later in the fiscal year when less funding is available, the new process accepts sponsorship requests only twice each fiscal year: September 1-30 and March 1-31.

This aids in budgeting and planning, for both the applicants and the staff who administer the program.

Also, rather than written applications that are mailed in, the application is now completed and submitted online. Besides making the document easier for the staff to store and share, applications are electronically time-stamped, eliminating the guesswork about whether or not an application was received, and whether it was received before the deadline.

The application was modified to seek additional information:

- What population, community and/or geographic area does your event or program serve?

- Please describe your activity and how it relates to our requirements, bearing in mind that all requests for sponsorship must be programs, events and activities that:
  - Support the Tidelands Trust and other maritime-related initiatives;
  - Provides meaningful education to the local community about the Port and international trade; or
  - Provides an opportunity for extensive Port promotion and recognition

The application also was modified to provide further clarification about funding:

- Funds will be awarded by the Board of Harbor Commissioners after reviewing recommendations from Port staff and the Sponsorship Advisory Committee.
- Funds will be disbursed to applicants upon presentation of appropriate supporting documentation including an invoice, however 20 percent of the approved amount will be withheld until the completion of the event, project or program.







- The remaining funds will be released only when applicants submit documents demonstrating:
  - ♦ Completion of the event/program, including a brief summary of the event;
  - ♦ Verifiable attendance numbers, and
  - ♦ Demonstration of how the Port was recognized (photographs, copy of advertisements, event programs/booklets, social media posts, etc.).

The following criteria restriction, which prohibited certain groups from receiving sponsorship funds, was removed:

- Organizations that have opposed or endorsed candidates or measures in any Long Beach municipal election within the last two years, except for sponsorships or fundraisers for 501(c)(3) charitable purposes.
- Representatives from the Commission office and the Government Relations Division assist Communications with the ranking, once the first review is completed.

#### *Application Review*

First, Communications staff reviews all applications, rejecting those that do not qualify or do not provide sufficient or accurate information. Staff review may also include a legal review by the Long Beach City Attorney. Communications does not determine which applications receive funding. Next, applications are reviewed and ranked by the Sponsorship Advisory Committee, which includes the Commissioners, the Director of Communications, and representatives from the Commission office, Administration and Government Relations, each with a particular perspective.

Applications will be evaluated based on a number of factors consistent with California State Lands Commission guidelines, as well as:

- The connection to Port-related maritime industry;
- Port promotional and Port marketing impacts in the local community;
- Effectiveness of Port dollars being spent for Port purposes and the impact of those dollars, and
- The strength of the application, the type of event and target audiences for Port marketing purposes.

Committee members complete a Sponsorship Scoring Form answering both Yes/No questions and evaluating aspects of the application with a point-allocation system.

The Sponsorship Advisory Committee makes the final recommendations to the full Board of Harbor Commissioners for consideration at a regular public meeting.

#### *Recipients*

A congratulatory notification letter is emailed to sponsorship recipients from the program administrator, detailing the sponsorship award including:

- The amount awarded
- Benefits promised to the Port, including but not limited to a speaking opportunity, registrations to a conference, an exhibit booth, advertising in the event program, premier logo listing on all promotional material, inclusion in a PowerPoint presentation, verbal recognition at the event, etc.
- Submission of an online post-event summary form at <https://portoflongbeach.wufoo.com/forms/sponsored-event-summary/>
- Instructions for 2 invoices
- Event Details & Invitation for Port attendees
- The Port's logo for marketing purposes and request for advertising specifications
- Request for details about a booth or exhibit space so the Port can plan personnel and display materials for the event
- Request for a return email confirming receipt of the letter

A form W-9 – Request for Taxpayer Identification Number and Certification is attached to the letter for completion.



### Marketing and Outreach Campaign

Following approval of the streamlined Community Sponsorship Program, the Communications and Community Relations team launched a marketing and outreach campaign informing the community about the new process, including:

#### Letters

Sending letters to all previous applicants the week prior to each application period, reminding them of two calls for application periods, rather than continuously accepting applications, and the change to online applications. The most recent letter, distributed in February 27 before the March 1-31 application period reads, in part:

- Applicants are advised to plan ahead for events for which they wish to seek sponsorship funding from the Port. After the application period closes, it will take about 45 days before recommendations will be reviewed by the Board of Harbor Commissioners for approval. For this upcoming round, it is

anticipated that funds will be awarded in mid-May.

- Applications are judged on how well the sponsorship will help the Port inform, educate and create awareness by the community of the important role the Port of Long Beach plays as an economic engine, environmental steward and community partner.

The letters also include links to the sponsorship page on the Port's website and the program administrator.

[Port of Long Beach Website  
www.polb.com/community/  
sponsorship](http://www.polb.com/community/sponsorship)

Update and post information on the Port's website about the new application process. The new application is only available online so previous applicants will see this information immediately when they visit the website. Other information linked to the Community Sponsorship page and updated includes:

- Frequently asked questions about the program;

- Sponsorship policy and guidelines;
- Sponsorship application; and a
- List of organizations funded in the most recent call for sponsorships.

#### News Releases

News releases are emailed to local media the week prior to the two application periods inviting applications.

News releases are also distributed when sponsorships are awarded, including a complete list of sponsorship recipients.

#### Port of Long Beach Publications

The new Community Sponsorship Program was also featured in the Port of Long Beach **re:port** community newsletter that is delivered via U.S. Mail to every Long Beach home, reaching all 500,000 residents.

Winter 2016, Page 2,  
[www.polb.com/civica/filebank/  
blobdload.asp?BlobID=13225](http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13225)



The Willmore winter wonderland is one of many community events sponsored by the Harbor Department.

## Port Supports Community Groups Sponsorships help promote trade, improve Long Beach

The City of Long Beach Harbor Department has a long tradition of partnering with local organizations to help educate the community about Port of Long Beach operations and impacts. One of the best ways to do this is to provide sponsorships to groups that make Long Beach a great place to live.

Over the years, Port sponsorships have supported community parades, cultural events, fundraisers for charities, and other celebrations that bring people together to enjoy and improve Long Beach.

This past year, to enhance the Port's sponsorship process, the Board of Harbor Commissioners updated the program to increase transparency and social responsibility, giving stakeholders clearer directions on when and how to apply.

"The Port of Long Beach has a social responsibility to educate the public about the maritime industry," said Michael Gold, Director of Communications and Community Relations. "The Board's updates to our sponsorship policy help us do that more efficiently, while continuing to partner with the organizations that make the city a better place."

With the updates to the program, there are now two application periods each year; one in September and one in March. (See the box for more information.) In the first round of sponsorships last fall, the Harbor Commission awarded 76 sponsorships totaling \$383,200.

Successful sponsorship applicants must still demonstrate that the funding will go toward efforts that increase awareness of the Port's maritime-related programs, community-building activities

and initiatives aimed at improving environmental quality.

For instance, Friends of Bixby Park used proceeds from its annual gala at the Museum of Latin American Art, which received a Port sponsorship, to replace eight dilapidated benches at Bixby Park.

"We would not have been able to host this gala to make the renovations we've made without the support of the Port," said Friends of Bixby Park member Claudia Schou.

**HOW TO APPLY**  
For more information:  
[www.polb.com/sponsorship](http://www.polb.com/sponsorship)  
Next application period:  
March 1-31





### Social Media Platforms

Social media was favored for promoting each application period. The following example developed by the Communication team's Social Media Specialist is for the September 1-31, 2016 application period:

Start date: August 17, 2016  
End date: September 30, 2016

Facebook: 5 posts  
Twitter: 2-3 tweets per week

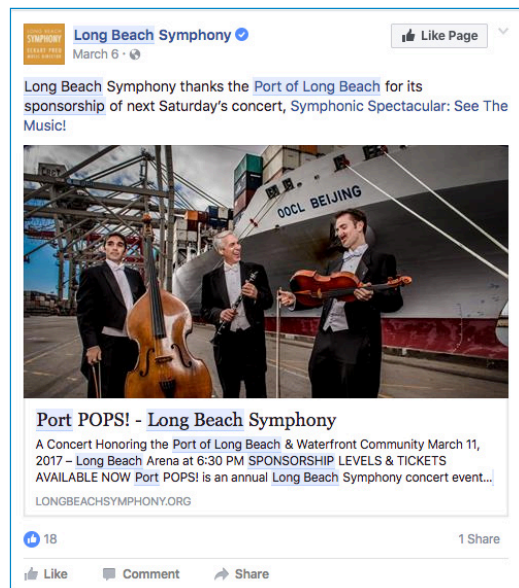
### FACEBOOK:

August 17, 2016

Is your community organization interested in a Port of Long Beach sponsorship? Community groups are asked to submit their sponsorship funding requests during two defined application periods each year. The fall cycle for applications will be September 1 through September 30, 2016. For more information visit: <http://bit.ly/i12NXPR>

August 24, 2016

POLB has given out nearly \$1 million to local Long Beach organizations over the last year. The fall 2016 application will be open September



1-30, 2016. Find out if your organization qualifies and how to apply at [www.polb.com/sponsorships](http://www.polb.com/sponsorships)

September 1, 2016

The Port of Long Beach is accepting sponsorship applications for our fall cycle until September 30. To see if your organization qualifies and to apply please visit: [www.polb.com/sponsorships](http://www.polb.com/sponsorships)

September 14, 2016

Last year, the Port of Long Beach sponsored the 11th annual Khmer Health Forum, which provided health education to the local community as well as health screening and flu shots. Participation in the health forum allowed the Port to connect with our Cambodian neighbors. Learn more about POLB's sponsorship program at <http://bit.ly/i12NXPR>. Applications are due by September 30, 2016.

September 23, 2016

Have questions about applying for a Port sponsorship? Find the answers you need on our FAQ page. <http://bit.ly/i1WTc4jT>

September 26, 2016

The spring cycle for POLB sponsorship funding will close this Friday, September 30. To learn more about the sponsorship program and how to apply visit: <http://bit.ly/i12NXPR>

### TWEETS:

August 15-21

Learn more about the #POLB sponsorship policy. Apply for sponsorships Sept. 1-30. <http://bit.ly/i12NXPR> #community #LongBeach

#POLB has some new guidelines this year for Port sponsored events, find out more and apply in September: <http://bit.ly/i12NXPR>

August 22-31

#POLB's sponsorship application cycle is open September 1-30. Learn more about the program and how to apply: <http://bit.ly/i12NXPR>

September 12-18

#ICYMI POLB's sponsorship policy has changed; we are now accepting fall applications until September 30. Learn about the program & how to apply: <http://bit.ly/i12NXPR>

POLB's sponsorship program is open twice a year, the fall cycle is now open until September 30. Learn more & find out how to apply: <http://bit.ly/i12NXPR>

September 19-25

#POLB's sponsorship program focuses on social responsibility & promoting the Port's message. Find out if you qualify & how to apply: <http://bit.ly/i12NXPR>

September 26-30

It's the last week to apply for POLB funding as part of our sponsorship program. Applications are due September 30. <http://bit.ly/i12NXPR>

Applications for the fall cycle of #POLB sponsorship funding are due this Friday, September 30. <http://bit.ly/i12NXPR>

Thank you for applying for a POLB sponsorship, the application is now closed. Look for information about the spring cycle opening in March 2017 on our website. <http://bit.ly/i12NXPR>



# 5 Communications Outcomes and Evaluation Methods

Three application periods have been completed and sponsorships awarded since the streamlined Community Sponsorship Program was approved in August 2015. Recipients from the fourth application period, completing two fiscal years, will be awarded in May 2017, outside the parameter of consideration for inclusion for this entry, but are included to give a complete picture.

Old habits die hard, and organizations that have been requesting sponsorships for many years whenever it was convenient for them are struggling somewhat with the limited application windows. It is a slow process encouraging applicants to plan ahead to allow Port staff the necessary time to process their applications.

However, applications – and Port awards – have remained strong during the two years the new process has been in place.

Post-surveys completed by sponsorship recipients indicate that the majority of them are providing exposure for the Port of Long

Beach as promised. More formal evaluation of the surveys is being considered as a future project. Continuing to repeat the new system in all communications with applicants should resolve these issues over time.

### Previous Community Sponsorship Program

Fiscal year 2013/14 – Total of \$645,000  
Fiscal year 2014/15 – Total of \$677,000

### Streamlined Community Sponsorship Program

Fiscal year 2015/16 – Total of \$743,000  
October 2015 – 112 applications and 78 awards totaling \$383,200  
May 2016 – 161 applications and 83 awards totaling \$359,795

Fiscal year 2016/17 – Projected Total of \$1,000,000  
October 2016 – 181 applications and 136 awards totaling \$538,750  
May 2017 – 199 applications pending at AAPA entry deadline

The Marketing and Outreach Campaign has been successful with news releases inviting

groups to apply and post-releases congratulating winning applicants have been carried by most local media, both print and online.

Port of Long Beach Announces More Than \$380,000 In Sponsorships/ Grunion Gazette, Nov. 5, 2015  
[http://www.gazettes.com/news/port-of-long-beach-opens-community-grant-application-period/article\\_77bcc098-fed6-11e6-875c-13fcob74608a.html](http://www.gazettes.com/news/port-of-long-beach-opens-community-grant-application-period/article_77bcc098-fed6-11e6-875c-13fcob74608a.html)

Long Beach Port Awards Nearly \$360K to Community Groups, Capping Off Record Year of Sponsorships/ Long Beach Post, May 13, 2016  
<http://lbpost.com/news/2000008803-long-beach-port-awards-nearly-360k-to-community-groups-capping-off-record-year-of-sponsorships>

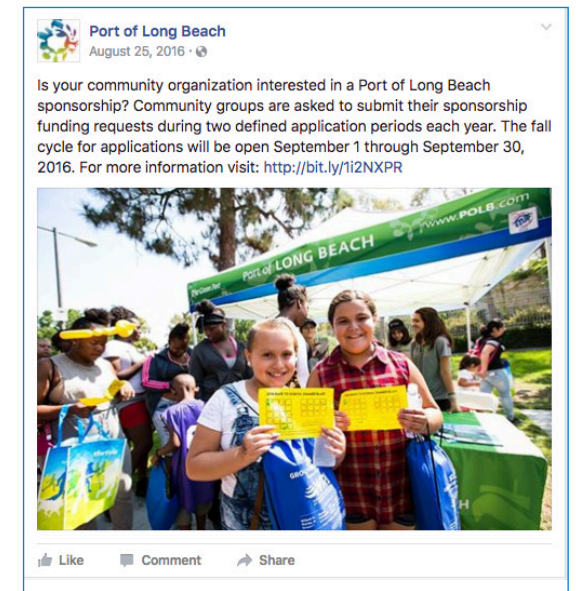
Why the Port of Long Beach is looking to sponsor local events/ Long Beach Press Telegram March 5, 2017  
<http://www.presstelegram.com/social-affairs/20170305/why-the-port-of-long-beach-is-looking-to-sponsor-local-events>

The campaigns on social media platforms prior to each application period have achieved the following results:

Facebook:  
Reach: 18,000  
Likes: 145

Twitter:  
19 tweets  
Engagements: 65

Followers on Port of Long Beach social media sites include 23,191 Facebook friends, 10,144 on Instagram, 17,902 Twitter fans, and 1,352 subscribers to the Port's YouTube page.





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**Port Of Long Beach Accepting Applications For Sponsorship Program**  
2017-02-28 · By Editor

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Photo courtesy of Port of Long Beach

The Port of Long Beach will accept applications during the month of March for its sponsorship program.

The Harbor Department provides sponsorship funds to local groups for socially responsible community events and programs that help inform residents about the Port's role as an economic engine and a leader in environmental sustainability.

Last October, Harbor Commissioners awarded 136 Port sponsorships totaling a record \$538,750 to organizations that make Long Beach a better place to live and work. The recipients included groups supporting causes such as education, diversity, environment, arts and health.

Community groups can submit their sponsorship funding requests from Wednesday, March 1, through Friday, March 31. The next and last call for applications this year will be in September.

Applicants are advised to plan ahead for their events — after the application period closes, it will take about 45 days before recommendations will be sent to the Board of Harbor Commissioners for a decision. It is expected funding will be awarded in mid-May. There is no restriction on organizations that have received past awards. Applicants are judged on how they can help the Port inform the community of the many ways the Port of Long Beach is an integral part of the community fabric.

For more information on the Port's sponsorship program and to apply, go to [www.polb.com/sponsorship](http://www.polb.com/sponsorship).

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**MARINE LINK**  
Friday, April 28, 2017

Shipbuilding/Repair Deepwater Offshore Coastal/Inland Government Equipment Training Law & Reg

**Long Beach's Record Port Community Sponsorships**

By Joseph R. Fonseca | May 15, 2016



**The Board of Harbor Commissioners last evening awarded 83 sponsorships totaling \$359,795, capping off a record year of Port community sponsorships that highlight the Port of Long Beach's role in international trade and dedication to social responsibility.**

Port Awards \$360,000 to Community Groups Photo Long Beach Port

With the latest sponsorships, the Port has given a total of \$737,995 in the current fiscal year, which began last October, for 159 events representing a wide cross section of the city and causes such as the arts, environment, social justice and historic preservation.

Harbor commissioners in August 2015 adopted new guidelines for the Port's community sponsorship program with goals of increasing participation, setting clear, user-friendly guidelines and enhancing the Port's focus on public service.

"As the record number of applicants and recipients shows, the new sponsorship policy, coupled with an aggressive outreach campaign, is proving successful," said Harbor Commission President Lori Ann Guzmán. "The Port of Long Beach takes great pride in supporting local organizations that represent the diversity of our city and make it such a wonderful place to live."

Among the many events and programs sponsored in the latest call for applications are the International Seafarers Center Maritime Salute, the Los Cerritos Wetlands Land Trust environmental education and cleanup program, the WomenShelter of Long Beach annual fundraiser and AIDS Food Store annual reception. Commissioners and Port staff attend many sponsored events as part of the Harbor Department's community outreach efforts.

The Port received 273 applications this fiscal year. The most received in any prior year was 200 applications.


PRESS-TELEGRAM

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**Why the Port of Long Beach is looking to sponsor local events**



Aerial view of the Port of Long Beach File photo

By Rachel Uranga, Long Beach Press Telegram

POSTED: 03/05/17, 10:23 AM PST | UPDATED: ON 03/05/2017 | 0 COMMENTS

The Port of Long Beach will be accepting community sponsorship grants through March, officials announced this week.

Akin to corporate promotion efforts, this fiscal year's \$1 million sponsorship program has supported a wide array of civic groups from musical associations to the chambers of commerce and even the City Council.

The goal of the program is to spread the word of the port's benefits to the city and the region and to promote the port's commitment to be a good neighbor.

Last October, the port's governing body awarded 136 sponsorships amounting to about half a million dollars.

Sponsorships can include paying for a table at gala events, matching funds for specific program, supporting events that honor individuals related to the port or community events. The funds also are given to groups that host programs on maritime, industry or environmental matters.

Among last year's recipients included several city council districts that put on events for the community.

These groups were also among those awarded:

- Musica Angelica received \$10,000 for its orchestra performance.
- Southeast Community Development Corporation got \$10,000 for Sen. Ricardo Lara's Black History Month Brunch.
- Partners of the Park's Municipal Band got \$50,000.
- Centro Community Hispanic Association took in \$20,000 for the annual banquet.
- Long Beach Public Library Foundation earned \$25,000 for its State of the City Presentation.
- JetBlue Long Beach Marathon pulled in \$12,000.

Last year, the port changed how it awards the sponsorship. Prior, requests could be year-round, but in a bid to make the program more transparent, the port created two annual calls for proposals, one in March and another in September.

Individuals, for-profit companies and political campaigns aren't eligible. Some religious, charitable and non-profit organizations may also face restrictions.

Community groups can submit their sponsorship funding requests through March 31. Applications can be found at <http://www.polb.com/sponsorship>.

News Home / News

[http://www.gazettes.com/news/port-of-long-beach-announces-more-than-in-sponsorships/article\\_6b6c0d8e-8354-11e5-bb7e-c7e35c49417.html](http://www.gazettes.com/news/port-of-long-beach-announces-more-than-in-sponsorships/article_6b6c0d8e-8354-11e5-bb7e-c7e35c49417.html)

**Port Of Long Beach Announces More Than \$380,000 In Sponsorships**

By Ashleigh Ruhl Contributor Nov 5, 2015



—Gazette file photo

The Port of Long Beach awarded more than \$380,000 in sponsorships last week to support various events in the city.

Helping a wide range of community causes, the awards ranged from \$500 to support Long Beach Junior Crew's annual regatta event to \$50,000 to help cover the cost of Municipal Band concerts.

Of the 76 selected winners, some of the largest awards — besides the Muni Band sponsorship — included:

- \$25,000 for the Long Beach Symphony Association to pay for Port POPSI and five other concerts;
- \$20,000 to pay for advertising and education gallery promotions at the Museum of Latin American Art;
- \$18,000 granted to Children Today, which will help support the nonprofit's holiday fundraising event and a grand opening event;
- \$18,000 to VerdeChange for a Green Marketmakers Conference;
- \$12,500 for Future Ports to host a VIP reception and conference;
- \$11,500 to the Sixth City Council District's Unity Parade and Juneteenth Celebration;
- \$11,000 for the Belmont Shore Business Association's holiday parade and annual car show; and
- \$10,000 each was granted to support events hosted by or in partnership with the Andy St. Community Association, Aquarium of the Pacific, First City Council District, Ninth City Council District, Long Beach Yacht Club and Musica Angelica.

All other awards were less than \$10,000, and two awards are still awaiting a final decision.

"We are really, really grateful for their (the port's) continued investment in the LGBTQ community," The Center Executive Director Porter Gilberg said. "We are super thrilled."

For residents in Willmore City, the Port of Long Beach sponsorship money has paid for children there to play in the snow at Winter in Willmore, which is in its fifth year. The snow sponsorship is worth \$7,500.

"We're so happy and grateful because many of our children never see snow," Willmore City Heritage Association President Kathleen Irvine said, noting that this year's event will be on Dec. 19.

For the Assistance League of Long Beach, Executive Director Annette Kashiwabara said the port's \$2,500 sponsorship helps them put on their annual CAMEO Fashion Show fundraiser. That event will be on March 12, 2016, and it raises more than \$100,000 to support mentoring programs and career readiness for local students.

"We are just so happy to have their (the port's) support," Kashiwabara said. "The port has been a longtime supporter of our philanthropic programs."

Long Beach Harbor Commission President Lori Ann Guzmán said the community sponsorship program is part of the port's social responsibility efforts.



"The port is part of the community, and we are investing in local organizations that represent the diversity of Long Beach," she said in a release. "These are the kinds of activities and events that bring a community together, and we want to show how the port is a vital part of the city."

This year is the first time there have been official application periods for the sponsorship program, with new guidelines for applications having been developed to bring greater transparency and accessibility to applicants.

Rather than allowing organizations to apply anytime throughout the year, there are now two application periods for submissions. The awards announced last week came from applications sent in from Sept. 1 through Oct. 2, and there were 112 applications — including 16 first-time applicants. The next application period will be in March 2016.

For a full list of the sponsorship recipients, visit <http://www.polb.com/civica/filebank/blobload.asp?blobID=13062>.

Ashleigh Ruhl can be reached at [ashleighruhl@gmail.com](mailto:ashleighruhl@gmail.com).



# Community Sponsorship Program Policy and Guidelines



## Community Sponsorship Program Policy and Guidelines (August 2015)

The Port of Long Beach has an interest in partnering with local community groups to educate and inform them about Port projects and programs. Each year, the Harbor Department budgets part of its revenues for events that enhance and promote the Port's maritime and commercial interests. These budgeted sponsorships for promotional, marketing and community outreach opportunities are distinct from the Port's ongoing communications and educational outreach programs and are not to be awarded for capital or endowment purposes.

To ensure the proper and effective use of sponsorship dollars, the Board of Harbor Commissioners adopted policies and guidelines on how funds can be spent.

### Sponsorship Budget

The Board of Harbor Commissioners will set a sponsorship budget at the start of each fiscal year, October 1 through September 30. The Communications Division manages this budget.

### Calls for Applications

The Port will only accept sponsorship requests twice per year:

- September 1 – 30
- March 1 – 31

### Application Procedures

Individuals and organizations seeking a sponsorship must submit an online request using the Port of Long Beach Sponsorship Request Application found at <http://www.polb.com/sponsorship> only during the call for application periods (September 1 – 30 or March 1 – 31).

The applicant must clearly demonstrate how Port funds will:

- Support the Tidelands Trust and maritime-related initiatives or
- Provide meaningful education to the local community about the Port and international trade; or
- Provide an opportunity for extensive Port promotion and recognition.

1

All applications will be reviewed by the Communications Division and funds will be awarded by the Board of Harbor Commissioners. Applications must be completed in full with the required documentation before they will be considered by the Port.

### Selection Criteria

The Port may award sponsorships for events, activities, and projects that:

- Support the Tidelands Trust and maritime-related initiatives;
- Provide meaningful education to the local community about the Port and international trade; or
- Provide an opportunity for extensive Port promotion and recognition.

### Restrictions

Sponsorships will not be awarded to:

- Charitable organizations that have no direct relationship/benefit to the Port/maritime industry;
- Churches, schools, and religious organizations where Port funds may be used for religious purposes;
- For-profit entities;
- Individuals;
- Groups that discriminate on the basis of age, race, sex, sexual orientation or national origin;
- Groups with which the Harbor Department is currently in litigation;
- Political campaigns/parties; or
- Unions representing City of Long Beach employees.

### Additional Application Information

Requests for sponsorships cannot be initiated or submitted by a Port employee, board member, or City employee if he or she acts in decision-making capacity for the requesting organization.

Multiple requests from one organization within the same fiscal year will be considered for approval at the sole discretion of the Board of Harbor Commissioners.

### Approval

Sponsorships will be approved by the Long Beach Board of Harbor Commissioners and applicants will be notified within 45 days of the application closing date.

2

### Disbursement of Funding

Funds will be awarded by the Board of Harbor Commissioners after reviewing recommendations from Port staff and the Board's Sponsorship Advisory Committee.

Funds will be disbursed upon presentation of appropriate supporting documentation from applicants; however, 20 percent of the approved amount will be withheld until the completion of the event, project or program.

The remaining funds will be released when applicants submit documents demonstrating

- Completion of the event/program, including a brief summary of the event;
- Attendance numbers; and
- Demonstration of how the Port was recognized (photographs, copy of advertisements, event programs/booklets, social media posts, etc.).

### Types of Sponsorships

Port sponsorships may take a variety of forms including, but not limited, to:

- Purchasing of tickets, a table at a local event or sponsorship which includes combinations of tables, advertising, and on-site acknowledgement.
- In-kind assistance in the form of staff expertise, staff time, printing, photography, promotional items or other resources, as available and appropriate.
- Providing matching funds for a particular program or purpose.
- Participating in local community or business events at which the honoree is related to Port business as a customer, employee, or maritime industry leader.
- Hosting or sponsoring events/programs/conferences on topical issues, environmental concerns, trade trends, job opportunities or industry roundtables which serve to educate industry members and business groups regarding international trade or technical subjects.
- Support of educational or arts and cultural endeavors directly related to the Port and/or international trade curricula.
- Financial sponsorship of major community events intended to promote maritime tourism or the use of attractions on Port properties.

### Questions?

Please contact the Communications and Community Relations Division with any questions about the sponsorship application and process at (562) 283-7700.

3





*"Our staff and interns staff the booths at a variety of community events sponsored by the Port of Long Beach, providing a great opportunity to tell the community about new construction projects, jobs, scholarships, internships and other opportunities the Port provides. It's always interesting to hear about the wide variety of activities in our great city."*

*– Maria Pangelinan, Port of Long Beach Social and Corporate Responsibility Specialist and Administrator for the Community Sponsorship Program*

## Recap

### Quick Facts:

- The Port of Long Beach provides hundreds of thousands of dollars sponsoring community events each year, and has recently streamlined the Community Sponsorships Program to better serve both applicants and the Port.
- Sponsorships provide valuable opportunities to share the Port story with the local Long Beach community it serves.
- More than \$700,000 was awarded to 161 groups during the 2015/2016 fiscal year, the first year the new program was in effect.
- It's easy to apply online!

### Links:

- Sponsorship Page on the Port of Long Beach Website  
<http://polb.com/community/sponsorship/default.asp>
- For a list of most recent Community Sponsorship recipients and amounts awarded (click link)
- Post-event summary form for winning applicants  
<https://portoflongbeach.wufoo.com/forms/sponsored-event-summary/>

Follow the Port of Long Beach:

