



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Approve \$18,000 Payment to the Lodi-Tokay Rotary Club Sponsoring the Aerial Fireworks Show during the 2002 Oooh Ahhh Festival at Lodi Lake

MEETING DATE: March 6, 2002

PREPARED BY: Janet L. Hamilton, Management Analyst

RECOMMENDATION: That the City Council approve payment to the Lodi-Tokay Rotary Club in the amount of \$18,000, sponsoring the aerial fireworks show during the 2002 Oooh Ahhh Festival at Lodi Lake.

BACKGROUND: The Lodi-Tokay Rotary Club and WhyteHouse Productions have submitted a request (attached) for an \$18,000 sponsorship, covering the cost of aerial fireworks during the 2002 Oooh Ahhh Festival at Lodi Lake on July 4th. The City of Lodi has been underwriting the cost of the fireworks portion of the event at the \$15,000 rate since 1998. This year, however, a request has been submitted to increase the sponsorship amount to \$18,000, fully covering the cost of the aerial fireworks show.

FUNDING: Community Promotions Budget
\$15,000 from 100206.8099 (current operating budget)
\$3,000 from contingency

Respectfully submitted,

H. Dixon Flynn
City Manager

Attachments

APPROVED: _____

H Dixon Flynn - City Manager



01/29/02

Honorable Mayor Phil Pennino & City Council Members
City of Lodi
221 West Pine Street
PO Box 3006
Lodi, CA 95241-1910

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City Clerk
City of Lodi

Dear Mayor Pennino and City Council Members,

On behalf of the Lodi Tokay Rotary Club, I ask that the City of Lodi again support the 4th of July Celebration - The Oooh Ahhh Festival.

The event seems to get better and better each year. Last year was the 8th Annual Oooh Ahhh Festival. We estimated that nearly 10,000 people ventured to Lodi Lake Park to enjoy a full day of activities and the aerial fireworks show.

It is more important than ever to produce the very finest 4th of July Celebration this year. After what this nation has gone through, we need to be able to celebrate the determination and resolve of all people in the United States. There is no better place to do this than with family and friends in one's own community.

What's New for 2002

1. We are reviewing the possibility of adding a Bath Tub Regatta where people from across the Lodi community can enter their homemade water craft in a friendly and spirited competition across Lodi Lake.
2. We want to add a Barbecue Cook Off Competition where anyone can enter their favorite barbecue delicacy for a coveted "Best of Lodi Barbecue" Award.
3. We would like to increase the size of the aerial fireworks show again this year - so that we can add more special effects to celebrate the undying spirit of the American People.

Returning Activities

1. We will be holding auditions again for someone to sing the National Anthem just prior to the start of the fireworks show.
2. We will produce a sound track to accompany the fireworks show.
3. All the kids' activities, games, and rides will be free.
4. The boat rentals will be free.
5. The beach admission will be free.
6. There will be live entertainment.

WhyteHouse Productions ♦ PO Box 1238 ♦ Lodi ♦ CA ♦ 95241-1238
Office 209.368.4626 ♦ Fax 209.368.4626 ♦ e-mail steve@whytehouseproductions.biz

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7. The Lodi Tokay Rotary Club will again serve up the Firecracker Barbecue on Parson's Point from 5pm to 8pm.
8. There will be food and crafts vendors.
9. The public will be allowed to bring picnic baskets into the park.
10. We will provide 13 acres of parking adjacent to the park - \$2 per car
11. We will provide free shuttles from the parking lot to the park entrance.
12. We will share the park with the Lodi Kiwanis Club and encourage people to have breakfast with them at their annual Lodi Kiwanis Pancake Breakfast - then come to the Oooh Ahhh Festival.

Why do we do this?

1. To provide a safe and incredibly fun environment for people all over the greater Lodi area to celebrate the 4th of July.
2. To raise money for the Lodi Tokay Rotary Club. This money is in turn, distributed to other deserving local non-profit organization.
3. To have a community celebration that all people of Lodi can be very proud of.

How can the City of Lodi help?

In the past, the City of Lodi has been very generous in contributing \$15,000.00 for the aerial fireworks show. For the past two years, we have spent \$16,000.00 on the fireworks.

We would like to increase the fireworks budget to \$18,000.00 this year -

The Lodi Tokay Rotary Club will be very grateful if the City of Lodi can appropriate the funds to cover this cost.

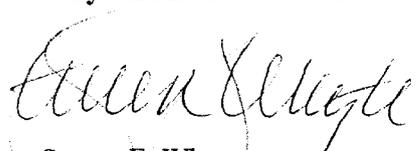
Local Sponsors

As we have done in the past, we will be approaching many local businesses for sponsorships to help underwrite the cost of producing this show. It is due to the participation of our past sponsors that we have been able to keep the cost of admission low, offer a great fireworks show and provide so many free activities.

This is a great event. It is important that we offer the people of Lodi an extra special show this year.

Regards,
WhyteHouse Productions

Lodi Tokay Rotary Club



Steven F. Whyte
President
and member of Lodi Tokay Rotary Club



Dorean Rice
Event Chair Person
Secretary, Lodi Tokay Rotary Club

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A Sponsorship Opportunity for

*Mayor Phil Pennino & City Council Members
City of Lodi*

What a year we have just lived through. With all the disastrous things that happened in 2001, one would think that our spirit is dampened. Nothing could be farther from the truth. July 4, 2002 will be the first time that the Nation as a whole can celebrate our Nation's Birthday. No other 4th of July is as important to our faith and conviction as the one coming up. We will celebrate the birth of our Nation in true patriotic style, showing our resolve and determination to be a free nation. We are a nation of compassionate people, who are concerned with one another, with a love of family, with community and with our country.

The Lodi Tokay Rotary Club is very pleased to produce this patriotic family event for the 9th consecutive year. Your support as a sponsor will allow us to produce a celebration deserving of what this country means to all Americans.

The Oooh Ahhh Festival is also a time when the Lodi Tokay Rotary Club raises money to help fund many worthwhile programs throughout the months following the 4th of July. We are able to present this patriotic event, with so many free activities and raise over \$25,000 for charity largely due to you, our sponsors.

All the activities are free with paid admission for people over 12 years of age - boating, beach, pool & lake swimming, huge kids & teen areas, live music and fireworks are all free. There are also food vendors, arts & crafts and the tasty Firecracker Barbecue. New for this year is the Bath Tub Regatta. So much fun for so little. The number of compliments we have received for the festival last year has been overwhelming.

Join us at the 9th Annual Oooh Ahhh Festival and see the patriotic look in everyone's face when the fireworks go off - a look that says, "GOD BLESS AMERICA." Your sponsorship will ensure we all will be able to celebrate being "Proud to be an American - Lodi Style".

A Special Event Marketing Opportunity

Seven years ago a renewed interest in Lodi's 4th of July brought Lodians together for a common cause - to make the 4th of July a fun and safe day for everyone in Lodi. The result? Families came to the festival in large numbers - from early morning through the finest fireworks displays in the Valley.

Oooh Ahhh Festival has been carefully designed to attract and entertain a wide range of people of all walks of life. Everything from convenience of parking, to the creativity of the kids' activities and a strong family atmosphere will act as a magnet for thousands of guests.

Expected Attendance

12,000 people from Lodi, Galt, Stockton and surrounding areas

Location

Lodi Lake Park, Lodi California

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City Clerk
City of Lodi

Sponsorship Opportunities

Following are available sponsorships for the festival. The members of the Lodi Tokay Rotary Club do appreciate any level of involvement that your company can participate at. All net revenues of this event go right back into the Lodi Community for special Rotary Projects.

- | | | |
|-----|---|--------------------|
| 1) | Golf Carts (12 avails @ \$150 each) | \$150.00 |
| | Your company sign on each golf cart sponsored | |
| 2) | The Information Booth | \$750.00 |
| | One (1) banner at your venue | |
| 3) | The People Movers - (2 avails @ \$750 each) | \$750.00 |
| | Signage on the People Movers | |
| 4) | The Boats (Free rentals for the day) | \$1,000.00 |
| | Signage at the Boat Dock | |
| 5) | The Patio Boat Tours | \$1,500.00 |
| | Signage on the patio boats | |
| 6) | The Parking Lot (Free Parking if Sponsored) | \$2,500.00 |
| | Signage at the entrance and inside the parking lot | |
| 7) | The Beach | \$3,000.00 |
| | Signage at the Beach & inclusion in print ads. | |
| 8) | The Firecracker Barbecue | \$3,000.00 |
| | Signage at the barbecue, name on the tickets & inclusion in print ads. | |
| 9) | The Teen Extreme | \$3,000.00 |
| | Signage at the Teen Extreme & inclusion in print ads. | |
| 10) | The "NEW" Bath Tub Regatta | \$3,000.00 |
| | Signage at the start & finish of the races & inclusion in print ads.
Race named after your company. Name in PR and application | |
| 11) | The "NEW" Barbecue Cook Off Competition | \$3,000.00 |
| | Signage at the BBQ Cook Off. Name in PR and application.
Inclusion in print ads. | |
| 12) | The PA System | \$3,500.00 |
| | Your company name & liners used on the PA System and inclusion
In print ads | |
| 13) | The Main Entrance | \$3,500.00 |
| | Signage at the Main Entrance & inclusion in print ads. | |
| 14) | The All-American Kids Zone | \$6,000.00 |
| | Signage at the All-American Kids Zone. PA mentions at the event,
inclusion in print ads, mentions in radio buys. Naming inclusion
in recorded fireworks musical simulcast. | |
| 15) | Ticket Promotion - Pick up free tickets at {Your Name} | \$10,000.00 |
| | Receive 3,000 tickets to use in your promotion - if used in a
promotion aimed at the public, our advertising & publicity will
direct people to your business to receive tickets. PA mentions
at the event, inclusion in print ads, mentions in radio buys. | |

- | | | |
|------------|--|--------------------|
| 16) | The Aerial Fireworks Show
PA mentions at the event, inclusion in print ads, mentions in radio buys. Naming inclusion in recorded fireworks musical simulcast. | \$18,000.00 |
| 17) | The {Your Name} Oooh Ahhh Festival
Title Naming Rights. PA mentions at the event, inclusion in print ads, mentions in radio buys. Naming inclusion in recorded fireworks musical simulcast. Signage throughout the event venue | \$20,000.00 |

Complimentary Tickets and Benefits

- a) General Admission - 1 Ticket per \$100.00 in sponsorship.
- b) One (1) parking pass per \$500.00 in sponsorship.
- c) The Ticket Promotion Sponsor receives 3,000 tickets in lieu of 1 per \$100.00
- d) Vending and/or exhibit space for any sponsorship of \$1,500.00 or more.
- e) Exclusive picnic and viewing space for any sponsorship of \$5,000.00 or more.
- f) One (1) Firecracker Barbecue Ticket per \$500.00 in sponsorship for any sponsorship of \$3,000 or more.

Important Notes:

- A sponsor's product and/or service must be appropriate for the advertising that the sponsor will be included in. (i.e. is your product or service something that should be included on a flyer to grammar schools?)
- If a sponsor options to have a booth, it is the discretion of the Oooh Ahhh Festival management to determine what activity and sales may occur in the booth. This is to avoid duplication and to honor any exclusive arrangements that may have been offered to someone else.
- Any sponsor whom elects to operate a booth at the festival must complete a vendor application and any other documents as they apply to the product and/or service sold.
- Some sponsorship benefits that are listed above are subject to date constraints. Once a milestone has been reached and advertising has been purchased, a sponsor may not be included if the sponsorship has not been secured by that particular date.
- Sponsors (*corporate and media*) may not bring along any clients or other companies as a part of their sponsorship without the *expressed written approval* from Oooh Ahhh Festival management.
- All sponsors are to provide the festival with their own signage and banners.
- Sponsors who will be actively participating in the festival (i.e. staffing a booth, live remote, news broadcast, etc.) must contact the festival management for the appropriate credentials. Complimentary tickets should not be used for your working staff.
- Oooh Ahhh Festival is the property of the Lodi Tokay Rotary Club, a non-profit organization. Proceeds of the event benefit Lodi Tokay Rotary Club's charitable projects and other local participating non-profit organizations.

For more information please contact

Steven Whyte

WhyteHouse Productions

209-368-4626

steve@whytehouseproductions.biz

Oooh Ahhh Festival 2002

Sponsorship Agreement

Yes, our company would like to be a sponsor at the 9th Annual Oooh Ahhh Festival in the following categories. Please write the name and cost of each sponsorship you would like to apply for. Pages 1 through 4 of the Proposal are a part of this agreement.

<u>Choice</u>	<u>Sponsorship</u>	<u>Cost</u>
First Choice	_____	\$ _____
Second Choice	_____	\$ _____
Third Choice	_____	_____
	TOTAL	\$ _____

Our company would like to apply for one (1) sponsorship - our top choice.

Our company would like our top two (2) sponsorship choices.

We want to be a sponsor of all three (3) of our choices.

The undersigned is authorized to act as an agent of company seeking to purchase the above sponsorship(s) at the Oooh Ahhh Festival.

Company Name _____
Contact _____ **Title** _____
Address _____
City _____ **State** _____ **Zip** _____
Phone Number _____ **Fax #** _____
Authorized Signature _____ **Date** _____

Upon receipt of your signed Agreement, you will be invoiced for the amount of your sponsorship. Trade Agreements & exhibit applications will be sent under separate cover for an additional signature. Please refer to your invoice for payment terms. All sponsorships must be paid in full prior to the release of any tickets and/or passes or inclusion in any promotions or advertising. Terms are 50% with signed agreement, with the balance due by May 1, 2002. Should you have any questions, please do not hesitate to contact WhyteHouse Productions, PO Box 1238, Lodi, CA 95241-1238, office phone and fax 209-368-4626, Send all e-mail replies to: steve@whytehouseproductions.biz Thank you very much for your sponsorship! Please Note: This agreement contains all of the agreements and warranties of the parties with respect to any matter covered or mentioned in this Agreement. No prior agreements, arrangements, or understandings pertaining to such matters shall be effective for any purpose. No provision of this Agreement may be amended or added to except by agreement in writing signed by each party or each party's successor in interest. All Sponsors are required to execute the festival's contract. Thank you for your sponsorship!