



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 17, 2015

FROM: METROPOLITAN MUSEUM WARDS: ALL

**SUBJECT: SPONSORSHIP AGREEMENTS FOR THE 2015 FESTIVAL OF LIGHTS WITH
MERCEDES-BENZ USA, LLC AND SKANSKA USA INC. – SUPPLEMENT
APPROPRIATION - FOR A TOTAL AMOUNT OF \$50,000**

ISSUE:

Approval Sponsorship Agreements for the 2015 Festival of Lights with Mercedes-Benz USA, LLC. in the amount of \$40,000 and Skanska USA, Inc. in the amount of \$10,000.

RECOMMENDATIONS:

That the City Council:

1. Approve the Sponsorship Agreement for the 2015 Festival of Lights for Mercedes-Benz USA, LLC, of Long Beach, CA in the amount of \$40,000;
2. Approve the Sponsorship Agreement for the 2015 Festival of Lights for Skanska USA Inc., New York in the amount of \$10,000;
3. Authorize increase in appropriation in the amount of \$50,000 to an account to be determined by the Finance Department; and
4. Authorize the City Manager, or his designee, to prepare and execute the necessary contract documents.

BACKGROUND:

The Sponsorship(s) for Mercedes Benz USA, LLC and Skanska USA Inc. are to act as partners for the Festival of Lights event. Sponsorships are designed in both a pre-set tiered and customized structure levels to highlight, promote and help grow local and regional business. The funds from the sponsorship(s) will be used to enhance the overall Festival.

FISCAL IMPACT:

The fiscal impact is an increase to the funding available for the 2015 Festival of Lights expenses.

Prepared by:	Sarah S. Mundy, Director of Museum and Cultural Affairs
Certified as to	
availability of funds:	Brent Mason, Finance Director/Treasurer
Approved by:	Alexander T. Nguyen, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachments:

1. Sponsorship Opportunities Flyer
2. Sponsorship Agreement Mercedes Benz
3. Sponsorship Agreement Skanska USA