CITY OF EL SEGUNDO
CENTENNIAL CELEBRATION
1917-2017
EXECUTIVE PLANNING COMMITTEE

- Suzanne Fuentes, Mayor
- Dr. Don Brann, Councilmember
- Tracy Weaver, City Clerk
- Lily Craig, Chevron
- Marsha Hansen, El Segundo Chamber
- Al Keahi, Economic Development Advisory Council
- Scot Nicol, Planning Commission
- Heidi Wang, El Segundo Education Foundation
- Barbara Briney, Community Member
- Jeff Cason, Community Member
- Meredith Petit, Director of Recreation & Parks
- Jesse Bobbett, Recreation Superintendent
- Barbara Voss, Economic Development Manager
- Julie Todd, Senior Librarian
### SPONSORSHIP OPPORTUNITIES

- **CORPORATE SPONSORSHIPS**
  - $10,000-$50,000

- **COMMUNITY SPONSORSHIPS**
  - $500-$5,000

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#### SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship Payout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elite</td>
<td>$50,000</td>
</tr>
<tr>
<td>Premier</td>
<td>$25,000</td>
</tr>
<tr>
<td>Anniversary</td>
<td>$15,000</td>
</tr>
<tr>
<td>Milestone</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

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#### LOGO ON Sepulveda Blvd. Banner
- Various months throughout the year
- $10,000-$50,000

#### LOGO ON Main Street Banner
- Various months throughout the year
- $10,000-$50,000

#### BACK PAGE COLOR AD in Centennial Program (one available)
- 6 banners
- $10,000-$50,000

#### INSIDE COVER COLOR AD, FRONT or BACK, in Centennial program (two available)
- 4 banners
- $10,000-$50,000

#### FULL PAGE COLOR AD in Centennial program
- 3 banners
- $10,000-$50,000

#### LUXURY BOX Suite at Staples Center for a L.A. Kings Hockey Game
- 2 tables
- $10,000-$50,000

#### CENTENNIAL BALL Tickets
- 1 table
- 6 seats
- 4 seats
- $10,000-$50,000

#### VIP Front Row at Centennial Fireworks Extravaganza
- 18 tickets
- $10,000-$50,000

#### LOGO PROJECTED on Bell Tower during Centennial Fireworks Extravaganza
- 12 tickets
- $10,000-$50,000

#### PA Announcements during Centennial Fireworks Extravaganza
- 12 tickets
- $10,000-$50,000

#### Seat at Mayor’s Table at Central Park Gala
- 12 tickets
- $10,000-$50,000

#### State of the City, and Salute to the Military Events
- 12 tickets
- $10,000-$50,000

#### VIP Reserved Area at 4th of July Fireworks Display
- 12 tickets
- $10,000-$50,000

#### VIP Area at the Holiday Parade
- 12 tickets
- $10,000-$50,000

#### VIP Area at Concerts in the Park
- 12 tickets
- $10,000-$50,000

#### RIDE IN Holiday Parade down Main Street
- 12 tickets
- $10,000-$50,000

#### LOGO ON Holiday Parade Centennial Banner
- 12 tickets
- $10,000-$50,000

#### LOGO ON Permanent Centennial Plaque
- 12 tickets
- $10,000-$50,000

#### LOGO ON CENTENNIAL EVENT BANNERS/FLAGS at All City Events
- 12 tickets
- $10,000-$50,000

#### Tickets to Centennial Family Picnic at Central Park
- 20 tickets
- $10,000-$50,000

#### Acknowledgment at All Chamber Events & Mixers
- 14 tickets
- $10,000-$50,000

#### Invitation to Private Reception with the Mayor
- 10 tickets
- $10,000-$50,000

#### LOGO ON CENTENNIAL LETTERHEAD
- 6 tickets
- $10,000-$50,000

#### LOGO ON CENTENNIAL WEBSITE & SOCIAL MEDIA
- 6 tickets
- $10,000-$50,000

#### BUSINESS FEATURED on El Segundo Business.com & in SOAR Newsletter
- 6 tickets
- $10,000-$50,000

#### RECOGNITION in City & Chamber Websites
- 6 tickets
- $10,000-$50,000

#### RECOGNITION in CENTENNIAL Print Ads
- 6 tickets
- $10,000-$50,000

#### USE of CENTENNIAL LOGO on Marketing Materials
- 6 tickets
- $10,000-$50,000

#### RECOGNITION at Edl Foundation Gala
- 6 tickets
- $10,000-$50,000

#### RECOGNITION at CITY COUNCIL MEETINGS QUARTERLY
- 6 tickets
- $10,000-$50,000

#### LOGO DISPLAYED at CITY COUNCIL MEETINGS (ONE MODEL)
- 6 tickets
- $10,000-$50,000

#### LOGO ON ORNAMENT on Holiday Tree
- 6 tickets
- $10,000-$50,000

#### BOOTH SPACE at City Special Events
- 6 tickets
- $10,000-$50,000

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*Custom corporate sponsorship packages available.*

*For more information, call (310) 824-2880 or email hperry@elsegundo.org*

*In order to maximize all marketing opportunities, sponsor commitment must be received by 11/1/16.*
SPECIAL EVENTS

- Old Fashioned Birthday Bash
  - January 18, 2017

- Centennial Ball
  - January 21, 2017

- Valentine’s Day Coloring Contest
  - February 2017

- ESHS Alumni Hall of Fame
  - March 2017

- Family Carnival @ Chevron Park
  - August 2017

- Fall Fireworks Spectacular & Projection Show
  - September 2017

- Holiday Ice Skating Rink
  - December 2017

- Enhanced City Events
  - Hometown Fair
  - Concerts in the Park
  - 4th of July Fireworks
  - And More!
MERCHANDISE

- Images of America: El Segundo
  - Author Debra Brighton
  - Special Price $15 (retail $21.99)
  - Proceeds benefit the 2017 Centennial Celebration
  - Available now at the Library, Clubhouse, Joslyn Center, Checkout Building and The Lakes Golf Course

- Coming Soon...
  - Sweatshirts
  - Hats
  - Mugs
  - Notepads
  - Coasters
  - And More!

- Available at recreation facilities, special events, and [eventually] online
Mayor’s Message
History & Timeline
Event Calendar
Sponsorship & Donations
Volunteer Registration
Online Store
Share Your Story!
Contact Information
Happy 100th Birthday El Segundo!

To get involved, email ES100@elsegundo.org