

**City of Costa Mesa
K-9 Cleanup Sponsorship Program**

October 21, 2009

The purpose of the K-9 Cleanup Sponsorship Program is to encourage pet owners to pick up after their pets, and to expand the City's focus on environmental stewardship. In addition, the Program provides a unique marketing opportunity to businesses, non-profits, homeowner associations, and individuals. Any business, organization or individual can become a sponsor, which will finance a dispenser, bags, and the sponsor's sign for a minimum of one year, as well as pay towards installation and maintenance.

The following groups/organizations would be responsible for the elements of the program:

Responsibilities of City of Costa Mesa

1. Manage the program including the marketing and discussions with potential sponsors. A staff member or volunteer will be assigned this responsibility.
2. Install and maintain new dispensers.
3. Purchase and stock dispensers with bags. City will also be responsible for either having staff fill the dispensers or ensuring that the work is completed by the sponsor or a volunteer.
4. Manufacture and install sponsorship sign on dispenser.
5. Process sponsorship applications each July.
6. At times, dispensers may not be stocked with bags and city may not be able to purchase additional bags.

Responsibilities of Sponsor

1. Pay the sponsorship per fee schedule.
2. Provide suggested wording and artwork to be included on sponsorship sign to the City at the appropriate date.
3. May choose to purchase additional bags to help ensure that bags are continually available at their sponsorship location.

Responsibilities of Costa Mesa Community Foundation

1. Be a partner with the City on the program.
2. Allow donations to flow through the Foundation accounting system.
3. Allow City staff to transfer available funding as necessary to purchase additional bags.
4. Help market the program via Foundation's website and at public events.
5. Annually evaluate the rate for sponsorships with the authority to changes the rates as necessary to entice sponsors and generate sufficient revenue to cover the costs of the program.

Draft

COSTA MESA K-9 CLEANUP SPONSORSHIP PROGRAM

SUPPORT THE K-9 CLEANUP PROGRAM!

What is the K-9 Cleanup Program?

It is estimated that the City of Costa Mesa is home to over 14,000 dogs. Both the City and members of the community are looking for ways to ensure that doggie waste bags are available in our public parks for dog owners and handlers, and to make certain that dog waste does not create nuisance problems or end up in our sewers, rivers and ocean. The K-9 Cleanup Fund was set up to encourage dog owners, dog-related businesses and the community to support keeping our public areas clean and a nice place to visit by assisting in covering the costs for the bags that are used and the dispensers that hold the bags. The City and the Costa Mesa Community Foundation, a 501 (c) (3) non-profit foundation, are soliciting donations and sponsorships to help pay for the costs of the doggie waste bags and doggie dispensers. The Doggie Walk Bag Company, located in Costa Mesa, will be the supplier of the degradable, recycled plastic bags and dispensers to the City.

Donations

There are several ways to help offset the cost of the doggie bags and the dispensers:

1. Donations – You can mail donations to the Costa Mesa Community Foundation, or pick up a Costa Mesa Community Foundation donation envelope from the City, Petco, PetSmart, or other businesses and individuals involved in this program. Contact [REDACTED] for more information. These donations will help pay for needed bags and dispensers not purchased through sponsorships. Please note on your check that the donation is for the K-9 Cleanup Fund. You will receive a receipt from the Foundation.
2. Sponsorship – You can “adopt” a doggie bag dispenser and a supply of the bags for it. Your name/company name and your logo will be noted on a sign posted on the dispenser, acknowledging your support for the K-9 Cleanup program.

All donations are tax-deductible! Your support promotes stewardship in our parks and neighborhoods. Your neighbors and park visitors will thank you, too!

K-9 Cleanup Sponsorship Program

The K-9 Cleanup Sponsorship program allows members of the community to contribute at a higher level and fund one or several dog bag dispensers and a supply of dog bags. Your name or business name and logo will be displayed for one year on a sponsorship sign placed on a dispenser, noting your support of the K-9 Cleanup Program, as part of the “adopt a dispenser” sponsorship. The minimum contribution for adopting a dispenser for one year is \$250 (“Tail Waggers” sponsorship). This includes the cost of the dispenser, a one-year supply of bags, sponsorship identification sign, and ancillary maintenance, as needed. Please complete the attached form to become a sponsor, or go to www.cm-fund.org/docs/K-9.pdf to fill out the form and return it with your contribution to:

Costa Mesa Community Foundation
PO Box 10268
Costa Mesa, CA 92627-0110



Tiered K-9 Cleanup Sponsorships

The K-9 Cleanup Sponsorship program allows members of the community to contribute at a higher level and fund one or several dog bag dispensers and supply of dog bags. This “adopt a dispenser” sponsorship program recognizes the contributor(s), acknowledges the support, and level of sponsorship. There are three levels of sponsorships to choose from:

| SPONSOR BENEFITS | “TOP DOGS” \$700 | “HOT DOGGERS” \$400 | “TAIL WAGGERS” \$250 |
|--|-----------------------------|--------------------------------|---------------------------------|
| Name(s)/Logo on Doggie Bag Dispenser for Three (3) Years; | X | | |
| Recognition in Costa Mesa Community News and on the City’s Website | X | X | |
| Name(s)/Logo on Doggie Bag Dispenser for One (1) Year | X | X | X |

For more information concerning the K-9 Cleanup program, donations or sponsorship opportunities, please visit www.cm-fund.org/docs/K-9.pdf or call _____, Department/Division at (714) 754-____. For information on the Costa Mesa Community Foundation, please visit the Costa Mesa Community Foundation’s sponsorship link on the web at <http://www.cm-fund.org> or call (714) 754-4950.