



DATE: Jan. 24, 2018  
TO: John Stokes, Chair  
Board of Directors  
FROM: Elaine Kraft, Intergovernmental and Communications Director  
SUBJECT: 2018 Sponsorship Proposals

Pursuant to Resolution 2009 - 2, all proposed sponsorship requests less than \$1,000 may be approved by the CEO and reported to the entire Board of Directors of Cascade at its next meeting. Attached is the approval and sponsorship request for the 2018.

These events meet several purposes of Section 3.3 including b, l e, h and l, all of which support Cascade's ability to provide safe, reliable high quality drinking water to meet the needs of Cascade members. Supporting the communities in our service area helps get our message to key constituents as well as our members' service areas and demonstrates Cascade's commitment to providing quality water. To create a water supply system, Cascade must have the support and cooperation of the communities in which it operates. These events focus on regional collaborative and successful relationships and partnerships, as well as cementing good neighbor relationships.

For its investments, Cascade's will receive promotional considerations as outlined below. Each event's advertising and promotions value exceeds Cascade's investment in its members' communities. This furthers Cascade goal of reaching the public and key regional stakeholders/groups and supporting our member communities.

## AGENDA MEMORANDUM

### SUBJECT

Motion to authorize the Chief Executive Officer to execute various 2018 Cascade sponsorship agreements for a combined total not to exceed of \$20,000 (as shown in the events listed below).

### BACKGROUND

Pursuant to Resolution 2009-02, sponsorship proposals will be reviewed on the merits and how well they relate to Cascade's mission and bylaws. Cascade's Intergovernmental and Communications budget has allocated funds to cover these sponsorships. The resolution indicates that any sponsorship over \$1,000 requires Board authorization. This proposal is for \$20,000, and is supported by the Chief Executive Officer and the Public Affairs Committee. It is within the budgeted amount for 2018.

Pursuant to CWAC 5.45.030, the Chief Executive Officer recommends that the Board authorize sponsorship agreements with each of the following event organizers in 2018:

<b>Event</b>	<b>Area</b>	<b>Date</b>	<b>Est. Cost</b>	<b>Booth</b>	<b>Value</b>
Strawberry Festival	Bellevue	6/23	\$2,500	YES	\$4,400
Bellevue Thurs Farmers' Market	Bellevue	TBD	\$0	YES	NA
Issaquah Salmon Days	Issaquah	Oct	\$3,000	YES	\$6,000
Kirkland Concert Series	Kirkland	TBD	\$2,500	NO	\$2,500
Kirkland Wed Farmers' Market	Kirkland	TBD	\$0	YES	NA
Bonney Lake Days	Lake Tapps	Aug	\$2,500	NO	\$2,500
Beautify Bonney Lake	Lake Tapps	Sep	\$500	NO	\$999
Bonney Lake Chamber	Lake Tapps	TBD	\$1,000	NO	NA
Redmond Derby Days	Redmond	July	\$2,500	YES	\$3,000
NW Flower & Garden Show	Regional	2/7	-----	YES	NA
WA Env. Council Green Gala	Regional	TBD	\$1,500	YES	NA
Sammamish Days	Sammamish	Aug	\$750	YES	\$1,200
Skyway Health and Wellness Fair	Skyway	Aug	\$500	YES	\$1,200
Tukwila Backyard Wildlife Fest.	Tukwila	May	\$500	YES	\$500
Total			\$17,750		\$21,999

These events meet several Cascade purposes as listed in section 3.3 of the Cascade Water Alliance Joint Municipal Utility Services Agreement. These include support for Cascade to:

- a. provide a safe, reliable, high quality drinking water supply to meet the current and projected demands of Cascade Members and for Non-Members as determined by Cascade, and to carry out this task in a coordinated, cost-effective, and environmentally sensitive manner;
- d. provide conservation programs to promote the wise and efficient use of resources;
- h. share costs and risks among Members commensurate with benefits received; and

- i. carry out, or to further other water supply purposes that the Members determine, consistent with the provisions of this Agreement.

These events support Cascade’s ability to provide safe, reliable, high quality drinking water to meet the needs of Cascade members. These sponsorships are vital in our service area to get our message to key constituents as well as our members’ service areas and to demonstrate Cascade’s commitment to providing quality water. To create a water supply system, Cascade must have the support and cooperation of the communities in which it operates. These events focus on regional collaborative and successful relationships and partnerships, as well as cementing good neighbor relationships.

**PROCUREMENT PROCESS**

Not applicable.

**FISCAL IMPACT**

Budget Line	2018 Budget	Spent and Committed to Date	Available 2018 Budget	This Action	2018 Remaining Balance
Sponsorships	\$20,000	\$17,750	\$20,000	\$17,750	\$2,250

For its \$20,000 investment, Cascade’s sponsorship will be noted at events that reach the public, and key regional stakeholders and groups. This recognition for Cascade at these events includes: being featured on event promotional materials and at events; listing on respective web sites; posters and materials displayed at local businesses advertising; opportunities to display Cascade banner and booths; and areas to display Cascade promotional materials. The promotional value of these events exceed the investment from Cascade of \$20,000. The 2018 Intergovernmental and Communications budget includes up to \$20,000 for sponsorships for the events, and includes some leeway in case the cost of an event is raised slightly in 2018 from 2015. Funds are reserved for other opportunities that may arise during 2018 and those will be presented separately.

**OPTIONS**

1. Authorize the Chief Executive Officer to execute various 2018 Cascade sponsorship agreements for a combined total not to exceed of \$20,000 (as shown in the events listed in this agenda memo).
2. Do not authorize the Chief Executive Officer to execute various 2018 Cascade sponsorship agreements for a combined total not to exceed of \$20,000 and provide alternate direction to staff.

**RECOMMENDED ACTION**

Authorize the Chief Executive Officer to execute various 2018 Cascade sponsorship agreements for a combined total amount not to exceed of \$20,000 (as shown in the events listed in this agenda memo).

**ATTACHMENTS**

None.