

NEW BUSINESS:

ITEM F-2

Support for Sunrunner's Car Club

DATE SUBMITTED 02/27/2015
 SUBMITTED BY City Manager
 DATE ACTION REQUIRED 03/04/2015

Agenda Item No F-2
 CITY COUNCIL ACTION (X)
 PUBLIC HEARING REQUIRED ()
 RESOLUTION ()
 ORDINANCE 1ST READING ()
 ORDINANCE 2ND READING ()

**IMPERIAL CITY COUNCIL
 AGENDA ITEM**

SUBJECT: DISCUSSION/ACTION: SUPPORT FOR SUNRUNNERS CAR CLUB.

1. APPROVAL TO PROVIDE SUPPORT FOR THE SUNRUNNERS CAR CLUB.

DEPARTMENT INVOLVED: City Manager's Office

BACKGROUND/SUMMARY:

The Sun Runner's Car club is asking for the City of Imperial's support for their 31st Annual Carne Asada Run & Car show to take place on March 21, 2015 at Eager Park. This annual event draws over 120 classic, custom and street rod vehicles from throughout California, Arizona, Nevada, and Colorado. The Sun Runner's Car Club is a non-profit organization who use the funds raised at this event to benefit other organizations such as WOVEN, Salvation Army, Cancer Resource Center of the Desert, etc. Funding will also be used to enhance existing and generate future car shows for the public to come out and enjoy.

FISCAL IMPACT: \$100.00 - \$1,000.00
 The fiscal impact is dependent upon Council's decision to support this event and at what sponsorship level.

STAFF RECOMMENDATION: It is staff's recommendation that the City Council approve this sponsorship at the level of \$100.00.

MANAGER'S RECOMMENDATION: _____ **MANAGER'S INITIALS** MDB

MOTION:

SECONDED: _____ APPROVED () REJECTED ()
 AYES: _____ DISAPPROVED () DEFERRED ()
 NAYES: _____
 ABSENT: _____ REFERRED TO: _____

SUNRUNNERS CAR CLUB

Imperial Valley

MEMBER OF THE CAR CLUB COUNCIL OF SAN DIEGO
(NON PROFIT ORGANIZATION – FEDERAL ID#91-2037222)

To Whom It May Concern:

We are asking for your support for our “31st Annual Carne Asada Run and Car Show” scheduled for March 21, 2015, at Eager Park in Imperial, CA (10th and G Street). Our annual event draws over 120 classic, custom, and street rod vehicles from throughout California, Arizona, Nevada, and Colorado. Approximately 2000 spectators come to view our vehicles and participate in the day’s activities. This event is a full day of fun for the family and includes the Show and Shine, carne asada feast, raffles, 50/50 drawing, and prizes.

We are a non-profit organization who in the past year, through profits from the Carne Asada Run, have donated gas credit cards to patients of the Cancer Resource Center of the Desert, toys and food for families at the NAF and residents of Niland and Bombay Beach, WOVEN, ABATE Turkey Run, Salvation Army, and several individuals who were in need of gas or cash to assist in receiving cancer treatment. As a group, we have also participated in several parades and car shows to promote various services throughout our Imperial Valley, Yuma, and San Diego County.

Your support of our event and fundraising efforts would be deeply appreciated and we are requesting a donation of one or more of the following:

- 1) Platinum Sponsor \$1,000.00 or more: Designated space at the show to display your product, inclusion in advertising for this event, and 4 carne asada lunch tickets
- 2) Gold Sponsor \$500.00: Banner of your business as provided by you posted at the event, inclusion in advertising on day of event, and 4 carne asada lunch tickets
- 3) Trophy Sponsor \$100.00: Your choice for a trophy award, 2 carne asada lunch tickets, and inclusion in advertising on day of event
- 4) Raffle Table Gift Sponsor: Announcement of sponsorship at event and listing on sponsorship banner

For further information, please contact Bob Duncan, Event Coordinator, at (760)427-6165. Thank you for helping us help the community! We look forward to your support and seeing you at the event.

Sincerely,

Sunrunners Car Club Members

2015 OFFICERS

Norm Davis, President 760-336-1257, Mike Taylor, Vice-President 760-791-6548, mike5@beamspeed.net, Cheryl Taylor, Treasurer 760-356-2173, Mari Lynn Pemberton, Secretary 760-344-8893, Danny Nuffer, Sgt of Arms 760-352-4539, Peggy Duncan, Public Relations, 760-352-9469