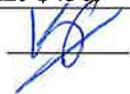


DATE SUBMITTED 03/31/2016  
 SUBMITTED BY CM Office  
 DATE ACTION REQUIRED 04/06/2016

COUNCIL ACTION (x)  
 PUBLIC HEARING REQUIRED ( )  
 RESOLUTION ( )  
 ORDINANCE 1<sup>ST</sup> READING ( )  
 ORDINANCE 2<sup>ND</sup> READING ( )  
 CITY CLERK'S INITIALS ( )

**IMPERIAL CITY COUNCIL  
 AGENDA ITEM**

SUBJECT:	DISCUSSION/ACTION: MOTHERS AND MEN AGAINST GANGS (MAG) COALITION SUPPORT		
	1. APPROVAL OF REQUEST FOR SPONSORSHIP OF 3 <sup>RD</sup> ANNUAL SNEAKER BALL ON APRIL 9, 2016.		
DEPARTMENT INVOLVED:	CITY MANAGER		
BACKGROUND/SUMMARY:	<p>Mother's &amp; Men Against Gangs (MAG) Coalition will be hosting the 3<sup>rd</sup> Annual Sneaker Ball to Kick-Off National Crime Victims' Rights Week. Each April, the Office for Victims of Crime helps lead communities throughout the country in their annual observances of National Crime Victims' Rights Week (NCVRW), which is observed April 10-16, 2016. This year's theme is "Serving Victims. Building Trust. Restoring Hope." The 2016 MAG Coalition theme is "Just Say No to Drugs, Gangs and Violence." The MAG Coalition initiated this night of recognition to honor those that have facilitated services to the community to improve the atmosphere in which our children live. At this event MAG Coalition will recognize the commitment, and dedication that our community members, partners and friends have accomplished.</p> <p>The MAG Coalition has assisted and partnered with the Imperial Police Department and Imperial County Gang Coalition to help keep Imperial a violence and gang free community for the safety of its citizens. The Coalition has requested City support in one of four categories; "Go Big or Go Home" Diamond \$1,000, "Touchdown" \$730, "Slam Dunk" Silver \$550 and "Step Up to the Plate" Bronze \$430.</p>		
FISCAL IMPACT:	The cost of the chosen sponsorship level will be taken out of the Asset Forfeiture Funding.	F.O. INITIALS:	
STAFF RECOMMENDATION:			
MANAGER'S RECOMMENDATION:	The City Manager recommends that the City Council consider sponsorship of the 3 <sup>rd</sup> Annual Sneaker Ball and provide direction to staff.	MANAGER'S INITIALS	
MOTION:			
SECONDED:	APPROVED ( )	REJECTED ( )	
AYES:	DISAPPROVED ( )	DEFERRED ( )	
NAYES:			
ABSENT:	REFERRED TO:		



*SneakerBall Sponsorship Packet*

*Saturday, April 9, 2016  
Vacation Inn- El Centro, California*

Dear Partner in Crime Prevention,

You are cordially invited to join MAG Coalition as a sponsor of the 3rd Annual Sneaker Ball Fundraiser being held on Saturday, April 9, 2016 at the Vacation Inn in El Centro. The Mother's & Men Against Gangs Coalition will be hosting the 3rd Annual Sneaker Ball to Kick-Off National Crime Victims' Rights Week. Each April, the Office for Victims of Crime helps lead communities throughout the country in their annual observances of National Crime Victims' Rights Week (NCVRW), which will be observed April 10-16, 2016. This year's theme is — Serving Victims. Building Trust. Restoring Hope. Our 2016 MAG Coalition theme is “Just Say NO to Drugs, Gangs, and Violence” which supports the NCVRW's 2016 theme and also honoring the 30th death anniversary of Enrique S, Camarena's untimely sacrifice.

MAG Coalition initiated this night of recognition to honor those that have facilitated services to the community to improve the atmosphere in which our children live. At this event MAG Coalition will recognize the service, commitment, and dedication that our community members, partners, and friends have accomplished in partnership with MAG Coalition and other agencies. Together, our goal to furthering the safety, prosperity, and future of Imperial County community members will be met. Especially our organization's focus; to ensure a safe and fulfilling life for the youth and the families of Imperial Valley. Our organization is multi-faceted and provides scholarships, youth outreach, family events, and community service programs. Your sponsorship at this event will continue to support these efforts. In addition, your contribution will engage youth in positive community activities and deter them from gang activity.

MAG is offering Diamond, Gold, Silver, and Bronze select sponsorships this year. Your tax-deductible donation will receive prestigious sponsorship designation and recognition during the program. Sponsorship levels include:

**GO BIG OR GO HOME (DIAMOND, \$1,000)**

*Gold sponsorship level includes 1 reserved table for eight (8) guests and featured recognition in event promotions and materials. Your company/organization name will be prominently displayed on sponsored table. CO-Sponsor on scholarships for 2016 senior scholarship*

**TOUCHDOWN (GOLD, \$730)**

*Gold sponsorship level includes 1 reserved table for eight (8) guests and featured recognition in event promotions and materials; Your company/organization name will be prominently displayed on sponsored table.*

**SLAM DUNK (SILVER, \$550)**

*Silver sponsorship level includes reserved seating for four (4) guests and sponsor listing and recognition during event.*

**STEP UP TO THE PLATE (BRONZE, \$430)**

*Bronze sponsorship level includes reserved seating for two (2) guests and sponsor listing and recognition during event.*

To become a sponsoring partner, please enclose your contribution with the attached reservation form. Checks may be made payable to: MAG Coalition. MAG Coalition's Federal Tax ID #46-4172371

On behalf of MAG Coalition, thank you for your continued support of our events and community partnerships!

For more information please feel free to contact me at 760-791-9125 or MAGCoalition@gmail.com.

Sincerely,

Yulil Alonso-Garza  
Martin Alberto Garza's Mother (MAG)  
Founder/President of MAG Coalition  
Mothers and Men Against Gangs Coalition

# Sneaker Ball 2016



# Honorees

VIP's (Very Important PURSE-Son) –

MAGnificent Sponsors –

MAG SWAG recipients (Super Women Assisting Girls)

SmashBro (Big Brother Award)

SmashBro Bear Honoree (Unconditional Love for our community) –

WatchDog - Bad to the Bone Recipients (Agency/Organization) -

STEP-UP-To the Plate Family of the Year –

Imperial Valley College

Rogers & Rogers Auto & FICU

Tina Richardson Garcia

Current outreach representative for ICSO Crime Prevention

David Gomez - Sunbelt

CSEA State Board

The City of Imperial

Mr. & Mrs. Edgard & Arezoo Garcia

## SneakerBall Fundraiser

### *Sponsorship Rates*

*Please complete and return this form by March 31, 2016*

*Yes! I will support MAG Coalition with the following:*

- Go big or Go Home (Diamond Level \$1,000)
- Touchdown (Gold Level \$730)
- Slam Dunk (Silver Level \$550)
- Step up to the plate (Bronze \$430)
- Reserved seating for (8) (\$430)
- Other Amount \$ \_\_\_\_\_
- In kind services or silent auction donation  
\$ \_\_\_\_\_ and/or description donation

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Total Amount Enclosed: \$ \_\_\_\_\_

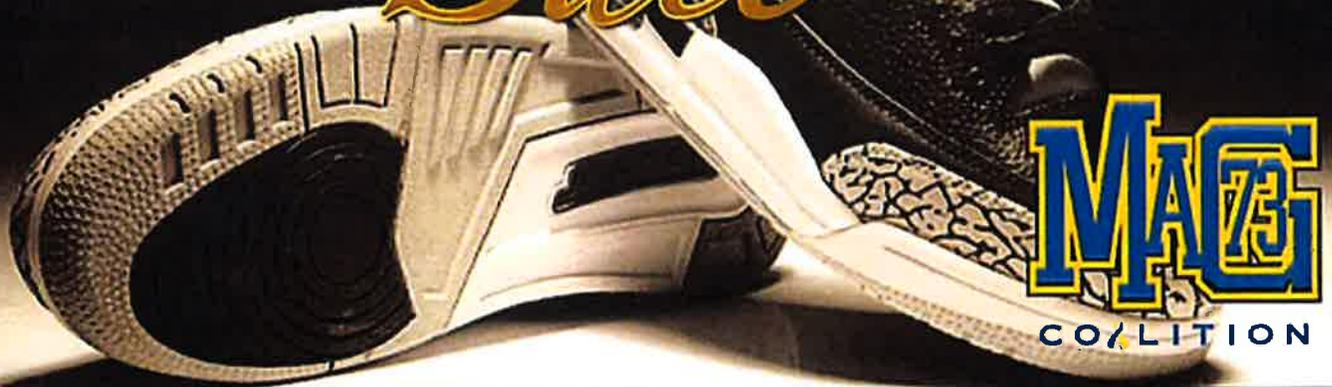
Checks may be made payable to: MAG Coalition

Mail completed form to: MAG Coalition, 1030 Walnut Dr., Brawley, CA 92227

3rd ANNUAL

# SNEAKER

*Ball*



MOTHERS AND MEN AGAINST GANGS COALITION EVENT

**SATURDAY APRIL 9th, 2016**

**DOORS OPEN AT 6PM**

**VACATION INN**

2015 Cottonwood Circle El Centro CA 92243

**\$43.00 per TICKET    \$430.00 TABLE**



[FACEBOOK.COM/MAGCOALITION](https://www.facebook.com/MAGCOALITION)

(Reserved Seating for 8)

**SEMI FORMAL - ONE CATCH YOU MUST WEAR SNEAKERS**

**NO HOST BAR @ 5:55 / TRI-TIP DINNER SERVED @ 7:03 / PROGRAM @7:30**

**ADVANCE TICKETS AVAILABLE  
FOR INFO.(760) 791-9125**