

DATE SUBMITTED 11/24/2015  
 SUBMITTED BY City Manager  
 DATE ACTION REQUIRED 12/02/2015

**Agenda Item No E-1**  
 CITY COUNCIL ACTION (X)  
 PUBLIC HEARING REQUIRED ( )  
 RESOLUTION ( )  
 ORDINANCE 1<sup>ST</sup> READING ( )  
 ORDINANCE 2<sup>ND</sup> READING ( )

**IMPERIAL CITY COUNCIL  
 AGENDA ITEM**

**SUBJECT: DISCUSSION/ACTION: MOTHERS AND MEN AGAINST GANGS (MAG) COALITION SUPPORT.**

1. ISSUE PROCLAMATION DESIGNATING JANUARY 6<sup>TH</sup> AS “ANTI-GANG AWARENESS DAY”
2. APPROVAL OF REQUEST FOR SPONSORSHIP FOR EVENTS ON JANUARY 6, 2016 AND JANUARY 9, 2016.

**DEPARTMENT INVOLVED:** City Manager

**BACKGROUND/SUMMARY:**

The Mothers and Men Against Gangs coalition is sponsoring a series of events on January 6<sup>th</sup> & 9<sup>th</sup> including a Peace & Justice for Martin Walk/March in downtown El Centro, a SmashBro Bear Drive at the Courtroom restaurant, and an Anti-Gang Family Health & Outreach Fair and 7.3k run/1.73mile walk at IVC. The Garza family sustained a life changing tragic event with the murder of Martin Alberto Garza by gang violence. Mothers and Men Against Gangs Coalition was initiated in 2013 to prevent gang violence by organizing several outreach events. The Coalition has requested City support in one of three categories, Go Big or Go Home Gold Sponsor - \$730, Step-up to the Plate Silver Sponsor - \$550, or Bronze Sponsor - \$430.

**FISCAL IMPACT:** The cost of the chosen sponsorship will be taken from the General Fund.

**STAFF RECOMMENDATION:**

**MANAGER’S RECOMMENDATION:** **MANAGER’S INITIALS** MDB  
 The City Manager recommends that the City Council consider sponsorship options and provide direction to staff.

**MOTION:**

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



## **Mother's & Men Against Gangs Coalition Anti-Gang Awareness Family Health & Outreach Fair**

**& 7.3 K run/1.73 mile walk**

### **Sponsor Application**

The Garza family sustained a life changing tragic event that could have destroyed their will to live, the murder of Martin Alberto Garza by gang violence. Instead, the Garza family opted to be proactive instead of staying home and be saddened by his untimely death. Mother's & Men Against Gangs Coalition was initiated in 2013 to prevent gang violence by organizing several outreach events. They have actively organized several events, outreach presentations, and intervention efforts by educating our community. They have witnessed the impact their outreach efforts have had since their son's' untimely murder. They have served a greater purpose for the Imperial Valley community; the awareness of gang violence. As the three year anniversary approaches of Martin's death, the family is taking a more active approach by partnering with city governments, elected officials, non-profits, educational institutions, businesses, and law enforcement agencies to transcend a clear message; JUST SAY NO! This year the organization has elected to raise awareness during their 2nd annual Anti-Gang Awareness Family Health & Outreach Fair & the 4th annual run/walk in collaboration with its coalition partners to not only honor Martin but also Enrique Camarena's 30 year death anniversary and ALL victims of gang violence. You are cordially invited to join Mother's and Men Against Gangs Coalition as a sponsor of its annual Family event.

**Wenesday, January 6th** – March/Walk for Peace & Justice for Martin and Candlelight Vigil from 273 7th st to 939 W Main St., El Centro, CA 92243.

**Wednesday, January 6th** - Following the ceremony at the court steps we will meet at THE COURTROOM for a SmashBro Bear Drive.

**Saturday, January 9th - The Anti-Gang Awareness Family Health & Outreach Fair & 7.3 K run/1.73 Mile walk** – this event is focused on uniting families to educate them about the importance of their health, family relations, anti-violence education, and the importance of community & family involvement. The event features interactive health information, extra-curricular activities informational booths, and service agencies that serve the needs of families. It also serves as a major fundraising event for outreach efforts throughout the year such as the SmashBro Bear Drive, GO BIG or GO HOME Letterman Jacket program, MAGnificent Literacy Nights (6th of every month), Sponsorship of extracurricular activities for youth and their families, Sneaker Ball, MAG Games,

Please organize a sports, music, art, dance, or any other creative activity related to keeping the youth involved with extracurricular activities for children of all ages. If possible please offer a small token for participating. Examples are a pen, wristband, stickers, or anything else that will

promote your services and serve as a “prize” for stopping at your booth. Don't miss out on the festivities of this community event.

### **Event Date & Times**

**Wednesday, January 6th, 2016** Peace & Justice for Martin Walk/March from  
273 N. 7th St., El Centro, CA to 939 W Main St, El Centro, CA 92243

**Wednesday, January 6th, 2016** SmashBro Bear Drive at  
THE COURTROOM 841 West Main St., El Centro

**Saturday, January 9th, 2016** The Anti-Gang Awareness Family  
Health & Outreach Fair & 7.3 K run/1.73 Mile walk at IVC Track & Field  
Exact event times will be handed out 1 week prior to event.

**We are in need of volunteers, committee members for a variety of events, and advertising assistance if you're able to help in any of these areas please contact MAG Coalition at 760-791-9125**

# **PREMIUM SPONSORS**

MAG is offering **GO BIG or GO HOME (Gold)**, **STEP-UP to the PLATE (Silver)**, and **PUT YOUR PURSE DOWN (Bronze)** select advertising/sponsorship opportunities. Your donation will receive prestigious event sponsorship designation and recognition during the program.

## **Sponsorship level description of benefits:**

**GO BIG or GO HOME GOLD SPONSOR (\$730):** Gold sponsorship level includes eight (15) 5k/1mile run registrations, which includes your company/organization name displayed on 5k tshirts, your company/organization logo on motivational posters displayed on the 7.3K run route, a 20x20 booth at the Health Fair, 1 team registration for the kickball tournament, and featured recognition in event promotions and materials on all three events. **PLEASE submit commitment by 12/12/15 to ensure printing of company logo.**

**STEP-UP to the PLATE SILVER SPONSOR (\$550):** Silver sponsorship level includes four (10) 5k/1mile run registrations, your company/organization logo on motivational posters displayed on the 5k run route, a 20x20 booth at the Health Fair, 1 team registration for kickball tournament, and featured recognition in event promotions throughout the Anti-Gang Awareness Day.

**BRONZE SPONSOR (\$430):** Bronze sponsorship level includes two (5) 5k/1mile run registrations, a 10x20 booth at the Health Fair, 1 team registration for kickball tournament, and featured recognition in event promotions throughout the Anti-Gang Awareness Day.



## Mother's & Men Against Gangs Coalition MAG Games 2015 Application

Applicant Name \_\_\_\_\_

Business or Organization Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Daytime Phone/Cell Phone \_\_\_\_\_

E-mail Address & Website \_\_\_\_\_

Services or Products that will be offered at your booth & activity for kids \_\_\_\_\_

### **Please check your preferred participation preference**

**GO BIG or GO HOME (Gold) \$730** \_\_\_\_\_

**STEP-UP to the PLATE (Silver) \$550** \_\_\_\_\_

**PUT YOUR PURSE DOWN (Bronze) \$430** \_\_\_\_\_

### **Anti Gang Awareness Fair 2016 Agreement**

Mother's and Men Against Gangs Coalition believes in equal opportunities for all and we will actively seek MAG Coalition evaluation of all applications. We do not allow personal beliefs to conflict with application consideration, and we will pursue an equal balance of portraying each side of any issue, topic, or concern. In selecting participants, criteria may include past history, the promptness of application arrival, and event area accommodations. Mother's and Men Against Gangs Coalition reserves the right to deny acceptance of any applicant if past experience or other factors warrant exclusion.

As a participant and sponsor of the Anti-Gang Awareness Fair 2016, I fully agree to the following:

I recognize and acknowledge that I assume full risk of any injury, property damage or loss which I may sustain as a result of my participation in any and all activities connected with or associated with my participation in the MAG Games. Furthermore, I understand that I should carry my own insurance. I agree to waive and relinquish all claims I may have against Mother's and Men Against Gangs Coalition, Imperial Valley College, and all associated sponsors of the MAG Coalition events and agents thereof from any and all claims other parties may have resulting from injuries, damage, or loss caused by, arising out of, connected with, or in any way associated with the activities of the MAG Coalition. I agree to provide photos or slides and a specified list of all things I plan to distribute, sell, or display, and I acknowledge that I may not be permitted to exhibit each of the items I submit. I understand that all photos, slides, and other materials I submit will become the property of Mother's and Men Against Gangs Coalition; if I wish to have any of my materials returned to me after the MAG Coalition events I have specified this in my application and have enclosed a self-addressed, stamped envelope. I agree to pay all the necessary fees set forth in this application. I understand that checks will be deposited upon application arrival.

I agree to be present for the Olympic Health Fair on January 6th. I agree that if I have not arrived and set up by 9 am, or if I leave the MAG Coalition event early, I forfeit my booth space and all fees. If I intend to be late I must notify one of the MAG Coalition organizers as soon as possible. I agree that all demonstrations and exhibits may be photographed for publicity purposes. I understand and will abide by the rules of this application.

**Applicant Signature** \_\_\_\_\_ **Date** \_\_\_\_\_