



AGENDA STAFF REPORT

DATE: February 1, 2017
TO: Mayor and City Council
APPROVED BY: Armando G. Villa, City Manager *Argh.*
PREPARED BY: Armando G. Villa, City Manager
SUBJECT: Request from Mother's & Men against Gangs Coalition for Sponsorship of the Anti-Gang Awareness

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Recommendation:

Council direction.

Background:

On December 21, 2017 Mrs. Garza of the Mother's & Men Against Gangs Coalition approached the Council regarding sponsorship of the Anti-Gang Awareness in memory of Martin Alberto Garza.

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. The family has actively organized several events, outreach presentations, and intervention efforts by educating our community. This Coalition has served a greater purpose for the Imperial Valley community through the awareness of gang violence. As the four year anniversary Martin's death approaches and with the murder trial final being resolved in 2016, 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: #73 CHANGING LIVES! This year the organization has elected to raise awareness during their 3rd annual Anti-Gang Awareness Family Health & Outreach Fair & the 5th annual run/walk.

The Coalition cordially invites everyone to join Mother's and Men against Gangs Coalition as a sponsor of its annual Family event.

Discussion & Analysis:

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

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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.

The Coalition requests the support from the Calexico City Council for the MAG Anti-Gang Awareness. Sponsorships available are as follows:

PREMIUM SPONSORS

- GO BIG or GO HOME (Diamond) \$1,000
- TOUCHDOWN (Gold) \$ 730
- SLAM DUNK (Silver) \$ 550
- STEPUP to the PLATE (Bronze) \$430

Fiscal Impact:

Contingent upon selection of a sponsorship level.

Coordinated With:

None.

Attachments:

1. Sponsor Application.



Mother's & Men Against Gangs Coalition
Anti--Gang Awareness
Family Health & Outreach Fair &
7.3 K run/1.73 mile walk
Sponsor Application

On January 6, 2013, the Garza family sustained a tragic life changing event. Their beloved son, Martin Alberto Garza, was an innocent victim of gang violence. This should have and could have destroyed their will to live but instead the Garza family opted to be proactive and established a worthy organization: Mothers and Men Against Gangs Coalition also known as MAG Coalition.

MAG Coalition was initiated in 2013 to prevent gang violence amongst our youth. Several outreach events are organized and planned throughout the year that require volunteers and financial support. Events such as outreach booths at community events, outreach presentations to youth and their parents, sports activities, community service projects with coalition partners, scholarships, and other worthy projects. These intervention efforts have been a valuable asset to the youth and their families. The Garza family has witnessed the impact their outreach efforts have had since their son's untimely murder and vow to continue their journey as victims of gang violence. They have served a greater purpose for the Imperial Valley community; the awareness of gang violence.

As the four year anniversary approaches of Martin's death and with the murder trial final being resolved in 2016, 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: #73 CHANGING LIVES! This year the organization has elected to raise awareness during their 3rd annual Anti-Gang Awareness Family Health & Outreach Fair & the 5th annual run/walk. You are cordially invited to join MAG Coalition as a partner in CHANGING LIVES by being a sponsor of its annual family event.

Friday, January 6th – Peace Candlelight Vigil and SmashBro Bear Drive kickoff in honor of JUSTICE SERVED for Martin in 2016.

Saturday, January 7th - 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), Sneaker Ball, MAG Games, and Sponsorship of other extracurricular activities for youth and their families.

Sponsor and Booth participants: 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.

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 Coalition is offering Diamond, Gold, Silver, and Bronze select sponsorships this year. Your tax-deductible donation will receive prestigious sponsorship designation and recognition during the events.

Sponsorship levels include:

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

Diamond sponsorship level includes (20) 7.3 K run/1.73 mile walk registrations, which includes your company/organization name displayed on 7.3 K t-shirts, your company/organization logo on motivational posters displayed on the 7.3K run route, a 20x20 booth at the Health Fair, and featured recognition in event promotions and materials. PLEASE submit commitment by 12/23/16 to ensure printing of company logo on promotional materials.

TOUCHDOWN (GOLD \$730)

Gold sponsorship level includes (15) 7.3 K run/1.73 mile walk registrations. Your company/organization logo on motivational posters displayed on the 7.3K run route, a 20x20 booth at the Health Fair, and featured recognition in event promotions and materials. PLEASE submit commitment by 12/23/16 to ensure printing of company logo on promotional materials.

SLAM DUNK (SILVER \$550)

Silver sponsorship level includes (10) 7.3 K run/1.73 mile walk registrations. Your company/organization logo on motivational posters displayed on the 7.3K run route, a 20x20 booth at the Health Fair, and featured recognition in event promotions and materials. PLEASE submit commitment by 12/23/16 to ensure printing of company logo on promotional materials.

STEP-UP TO THE PLATE (BRONZE \$430)

Bronze sponsorship level includes (10) 7.3 K run/1.73 mile walk registrations. A 20x20 booth at the Health Fair, and featured recognition in event promotions and materials. PLEASE submit commitment by 12/23/16 to ensure printing of company logo on promotional materials.

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 (Diamond) \$1000 _____

TOUCHDOWN (Gold) \$730 _____

SLAM DUNK (Silver) \$550 _____

STEP--UP to the PLATE (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. Mothers 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 2017 & 7.3 K run/ 1.73 walk, 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 Coalition events. Furthermore, I understand that I should carry my own insurance. I agree to waive and relinquish all claims I may have against Mothers 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 Mothers 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 both events on January 6th and 7th, 2017. I agree that if I have not arrived and set up by 8 am on January 7th, 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 _____