

**SACRAMENTO METROPOLITAN  
AIR QUALITY MANAGEMENT DISTRICT**

For Agenda of: July 22, 2004

To: Board of Directors  
Sacramento Metropolitan Air Quality  
Management District

From: Norm Covell, Air Pollution Control Officer

Subject: REQUEST FOR AUTHORIZATION TO PURCHASE SPONSORSHIP FOR  
SACRAMENTO BUSINESS ENVIRONMENTAL RESOURCE CENTER  
POLLUTION PREVENTION AWARDS EVENT SEPTEMBER 20, 2004

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**Recommendations** Staff recommends that the Board:

1. Approve and authorize the Chair to sign the attached Resolution authorizing sponsorship for the Sacramento Business Environmental Resource Center Pollution Prevention Awards event on behalf of the Sacramento Metropolitan Air Quality Management District.
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**Background** The Sacramento County Business Environmental Resource Center (BERC) annually recognizes local businesses that provide exemplary leadership by implementing methods and procedures that reduce the pollution generated by industrial processes.

This event is supported by sponsors, which last year included SMUD, the Regional County Sanitation District, the Sacramento Stormwater Management Program, and the Sacramento Metropolitan Air Quality Management District (AQMD).

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**Sponsorship level**

For the 2004 Pollution Prevention Awards, AQMD proposes to sponsor the event at the entry-level “Bronze” sponsorship package at a cost of \$2,250. AQMD has successfully negotiated with BERC additional benefits not normally available in the Bronze package. Our package will include:

- Half-page color advertisement in the Business Journal tabloid
- Six-foot space for air quality exhibit
- Slide on A/V screens event recognizing AQMD’s participation
- AQMD logo on media produced for the event
- AQMD promo materials placed in BERC bag at tables
- One table for AQMD attendees

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**Timing**

Staff was in the process of reserving this sponsorship in late June to meet a July 7 sponsorship deadline when the new Board policy on sponsorships was enacted. Staff requested from the Business Journal and was granted an extended deadline to July 23 to reserve this sponsorship.

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**Benefits to AQMD**

AQMD support of BERC’s Pollution Prevention Awards event will:

- Allow air quality education and outreach opportunities to the business community through an on-site exhibit booth and Business Journal display advertising; and
- Demonstrate AQMD commitment to pollution prevention through the use of our logo on event materials, signage and advertising.

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**Funding**

Funding for this sponsorship will come from Stationary Source Division fine and penalty money.

<b>Cost</b>	<b>Funding Source</b>
\$2,250	Fines/Penalties 850091

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Respectfully submitted,

Norm Covell  
Air Pollution Control Officer

Attachment