



# EBMUD 100<sup>TH</sup> BIRTHDAY PARTY and COMMUNITY FAIR

Sunday, May 21, 2023 • 11am – 4pm  
Temescal Regional Recreation Area  
**Free and Fun for All Ages!**

Public transportation from MacArthur or Rockridge BART Station is encouraged.  
Hop on EBMUD's Shuttle Bus to reach the event and return to BART.



# A Century to Celebrate

This year, EBMUD celebrates 100 years of service for the people of the East Bay. For a century, we have provided clean, reliable water at the turn of the faucet, managed natural resources, and protected the environment.

We take pride in knowing our work is essential to public health, supports economic prosperity, and helps our community thrive.

We hope you do too. After all, EBMUD wouldn't be what it is without you.

In 1923, East Bay residents voted to form the East Bay Municipal Utility District. Frustrated by decades of poor and unreliable local water supplies from private water companies, residents mobilized to create a public water system that could deliver high-quality water to a burgeoning region.

EBMUD set out to capture snowmelt and rain from the High Sierra watershed of the Mokelumne River. In 1929, construction of Pardee Dam was completed along with the first of three aqueducts to bring high-quality water 91 miles to the East Bay. We didn't stop there.

When rapid growth polluted the eastern shore of San Francisco Bay with sewage, residents turned to EBMUD in the 1940s to construct our wastewater treatment plant to protect the bay environment and public health.

*“EBMUD wouldn't be what it is without you.”*

EBMUD's commitment to serve – affordably and reliably – remains as steadfast as ever. Thank you for joining EBMUD in celebrating 100 years of water. This milestone is a testament to what we can accomplish when we work together.



*Clifford Chan*

CLIFFORD C. CHAN, General Manager





# Event Experiences

## FOR EVERYONE:

### Event stage

- Bring a picnic blanket and listen to the sounds of local performers.

### Food Trucks

- Nosh on food options from local vendors.

### Water on Wheels

- Fill up on EBMUD water throughout the event (BYWB – Bring your water bottle).

### EBMUD Booths

- Learn about careers in water, customer assistance and recreation.

### Corporate/Non-Profit Sponsorship Booths

- Share your organization's mission and connect with the community.

### H2O Science Hub

- See the latest technology and innovations in water.





# Event Experiences

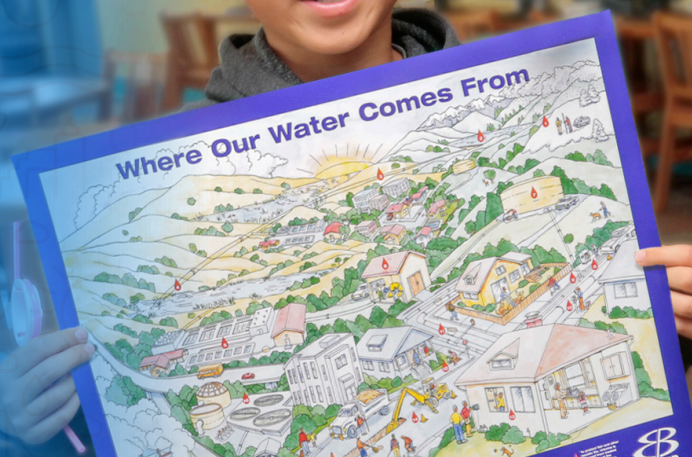
## FOR KIDS:

### Splash Zone and Art Center

- Carnival games with an EBMUD twist!  
Get creative at the art center.

### Plumbers Point

- A hands-on spot for kids and teens.  
Touch our utility truck, honk our horn  
and have fun!



## FOR ADULTS:

### Centennial Beer Garden

- Taste the first ever Drake's Brewing & EBMUD beer collaboration.

### Wines of the Watershed

- Savor wines sourced from the Mokelumne River watershed.





# Event Mission and Promotion Strategy

For 100 years, East Bay Municipal Utility District (EBMUD) has delivered on a promise to provide water for life in the East Bay. As EBMUD celebrates a century of service, we are proud to host the EBMUD 100th Birthday Party and Community Fair. Through this event we hope to bring our community partners together to celebrate the value of water, community and environment. Join us!

## EBMUD Marketing Campaign

- Billboard and digital billboard in Oakland
- Customer newsletter and bill insert to 365,000 EBMUD customers
- Direct email outreach to EBMUD customers
- Posts and sponsored ads on EBMUD social media accounts
- Promotional posters and flyers
- Promotional banners at EBMUD recreation areas
- Press releases

## Advertisement Placement

- TV stations
- Radio stations
- Digital news sites and local event/activity websites
- Newspaper advertisements – Bay Area News Group, Oakland Post
- Local transit system BART
- Direct email





# Sponsorship Summary

## Main Stage Sponsor: \$20,000

- Exclusive Main Stage sponsor; Your logo on the event stage and front entrance banner
- Guest emcee privileges; Acknowledgements at Main Stage throughout event
- Premium booth space (10x10) with personalized banner
- Marketing: Sponsor listing on ebmud.com and event advertising; Press release and social media acknowledgement
- 5 Beer Garden tickets

## Kids Zone Sponsor: \$10,000

- Co-Sponsor of the Kids Zone; Your logo at the Kids Zone and front entrance banner
- Acknowledgements at Main Stage throughout event
- Premium Booth Space (10x10) with personalized banner
- Marketing: Sponsor listing on ebmud.com and event advertising; Press release and social media acknowledgment
- 5 Beer Garden tickets

## Wines of the Watershed Sponsor: \$5,000

- Co-Sponsor of the Wines of the Watershed Area; Your logo at the Wines of the Watershed Area and front entrance banner
- Acknowledgements at Main Stage throughout event
- Booth Space (10x10) with personalized banner
- Marketing: Sponsor listing on ebmud.com and event advertising; Press release and social media acknowledgment
- 2 Beer Garden tickets

## Transportation Sponsor: \$5,000

- Exclusive Sponsor of Event Transportation; Your logo on Shuttle Bus and front entrance banner
- Acknowledgements at Main Stage throughout event
- Booth Space (10x10) with personalized banner
- Marketing: Sponsor listing on ebmud.com and event advertising; Press release and social media acknowledgment
- 2 Beer Garden tickets

## Entertainment Sponsor: \$5,000

- Exclusive Sponsor of Event Entertainment; Your logo on front entrance banner
- Acknowledgements at Main Stage throughout event
- Booth Space (10x10) with personalized banner
- Marketing: Sponsor listing on ebmud.com and event advertising; Press release and social media acknowledgment
- 2 Beer Garden tickets

## Premium Booth Sponsor: \$2,500

- Premium Booth Space (10x10) with personalized banner
- Marketing: Sponsor listing on ebmud.com and event advertising; Press release and social media acknowledgment
- 2 Beer Garden tickets

## Booth Sponsor: \$1,500 – Solo booth, \$750 – Shared booth

- Booth Space (10x10) with personalized banner
- Marketing: Sponsor listing on ebmud.com and event advertising; Press release and social media acknowledgment
- 2 Beer Garden tickets

EBMUD Contacts:  
Christina Wong and Shirley Ng  
Email: [Centennial@ebmud.com](mailto:Centennial@ebmud.com)  
Phone: 510-287-0151



# Sponsorship Form

## 2023 EBMUD 100th Birthday Party and Community Fair

Sunday, May 21 - 11 am - 4 pm  
Temescal Regional Recreation Area  
6500 Broadway Oakland, CA 94618

Visit [www.ebmud.com/100-event](http://www.ebmud.com/100-event)

Thank you for celebrating water in the East Bay. With the help of sponsorships, we intend to produce an engaging, educational and interactive event to celebrate the value of water. Sponsorship funds generated beyond the actual event costs will be donated to the Water Lifeline.

Sponsorship commitment must be received by **Wednesday, April 12, 2023** to be included on promotional materials.

EBMUD's Event Managers will contact you to confirm space and to facilitate payment through an invoice supplied by EBMUD. This is an application only and does not confirm event participation.

Business/Organization Name: \_\_\_\_\_

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

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

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

Address Line 2: \_\_\_\_\_

City: \_\_\_\_\_ State/Province/Region: \_\_\_\_\_ Country: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_

Instagram: \_\_\_\_\_

### Sign up to sponsor:

- ☐ Main Stage Sponsor.....\$20,000
- ☐ Kids Zone Sponsor.....\$10,000
- ☐ Wines of the Watershed Sponsor.....\$5,000
- ☐ Transportation Sponsor.....\$5,000
- ☐ Entertainment Sponsor.....\$5,000
- ☐ Premium Booth Sponsor.....\$2,500
- ☐ Booth Sponsor (Solo).....\$1,500
- ☐ Booth Sponsor (Shared).....\$750

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Tax ID Number: 94-6000590

