

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

**FROM:** Yugal K. Lall, City Engineer/Public Works Director  
Prepared by: Shaun Kroes, Management Analyst 

**DATE:** October 2, 2008 (CC Meeting of 10/15/08)

**SUBJECT:** Consider Sponsorship of the Metrolink Holiday Toy Express

**SUMMARY**

The City Council is being asked to approve a \$1,000 sponsorship for Metrolink's 2008 Holiday Toy Express.

**BACKGROUND**

For the past twelve years, Metrolink's Holiday Toy Express has been performing at their stations in Southern California. The event includes a decorated train with over 50,000 lights and a live musical show featuring Santa and his friends. In addition to the free entertainment, Metrolink encourages the audience to donate new toys for the California Firefighter's "Spark of Love" Toy Drive, which are distributed to underprivileged children throughout the local area. The Holiday Toy Express runs through Moorpark each year. In the past, the City has supported the event through advertising and providing Volunteer Patrol for safety.

**DISCUSSION**

Last year, the City Council considered sponsoring the Holiday Toy Express by becoming a "Santa's Buddy" and approved donating \$1,000 to Metrolink. The City has budgeted \$1,000 in FY 2008/09 to the Holiday Toy Express. If the City does donate, Metrolink will provide the City will the following:

- "Thank you" message at selected station
- Circulation of flyers at selected station
- Give away or display presence at selected station
- Logo on posters at community centers, 52 Metrolink train stations, transit stores and employment centers – circulation of 10,000

**FISCAL IMPACT**

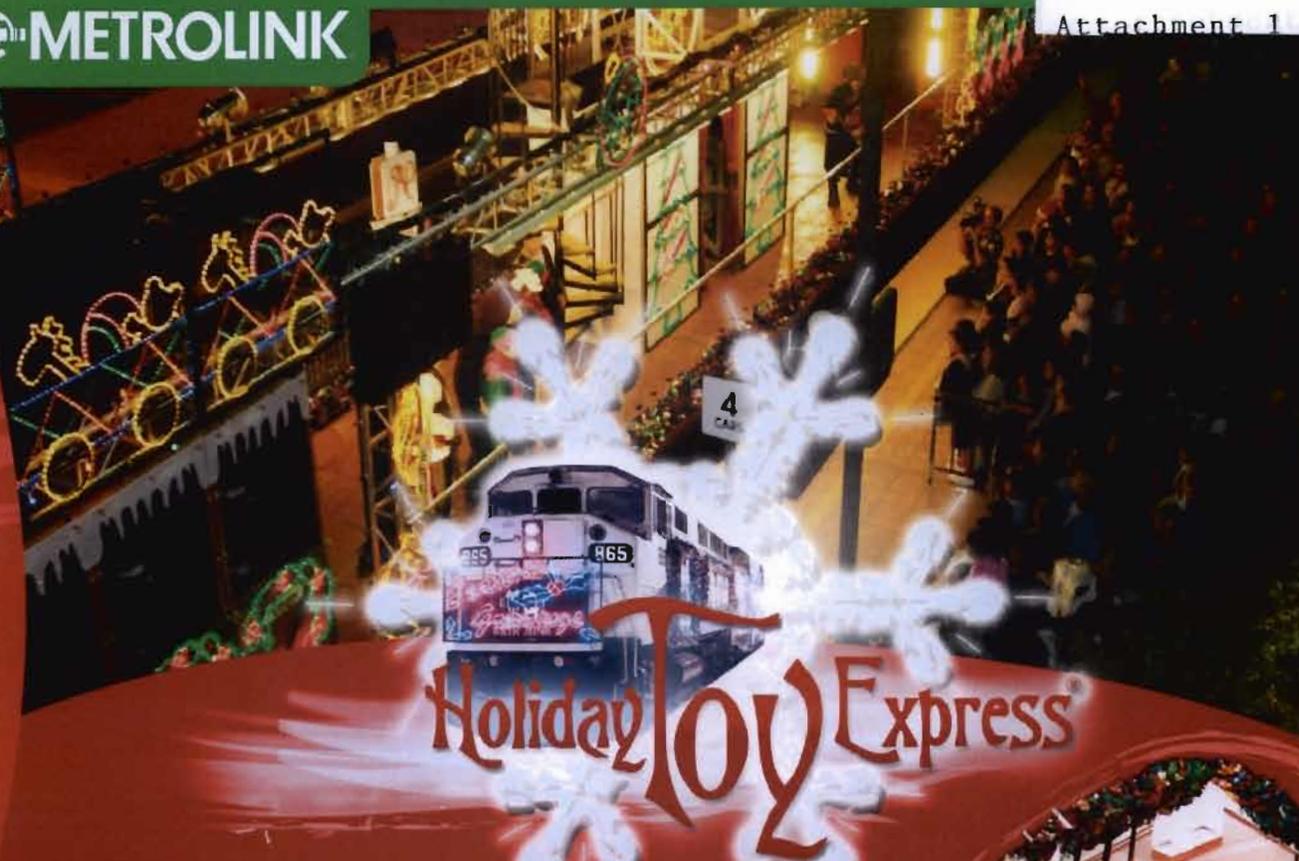
If approved, Metrolink will submit an invoice to the City, requesting \$1,000. The FY 08/09 Budget was approved setting aside \$1,000 of Transportation Development Act (TDA) funds in anticipation of this program.

**STAFF RECOMMENDATION**

Approve \$1,000 sponsorship for the Metrolink Holiday Toy Express.

Attachment

1 Metrolink Holiday Toy Express Flyer



# Holiday Toy Express™

Since 1997 Metrolink's Holiday Toy Express™ has been lighting up the night across Southern California. This annual event turns your local station into a major town celebration when the Holiday Toy Express™ arrives with a live musical show featuring Santa and all his friends.

In addition to the free entertainment, Metrolink encourages the audience to donate new toys for the **California Firefighter's "Spark of Love" Toy Drive**, which are distributed to underprivileged children throughout the local area.

Metrolink is reaching out to you, our station cities, to help us find sponsors and keep Santa on track. We need your help in reaching local businesses, chambers of commerce, and other organizations in your cities that would be good candidates to support our effort.

And don't forget yourselves! Past sponsors include the cities of Burbank, Palmdale, Ventura and many others! Contact Laurene Lopez, Metrolink Community Relations, at (213) 452-0288.

Sponsoring the Holiday Toy Express™ is a great way to connect with consumers and build community good will. We have tailored an array of sponsorships specifically with the local businesses in mind, focusing on the benefits of having their own customers in a captive atmosphere filled with holiday good cheer. Starting at just \$1,000, there is a sponsorship to meet every type of local business need.

Please encourage businesses and organizations that might fit this exciting opportunity to contact Laurene Lopez, Metrolink Community Relations, at (213) 452-0288.

Thank you for your kind support of this program.



# 2008 Holiday Toy Express Sponsorships

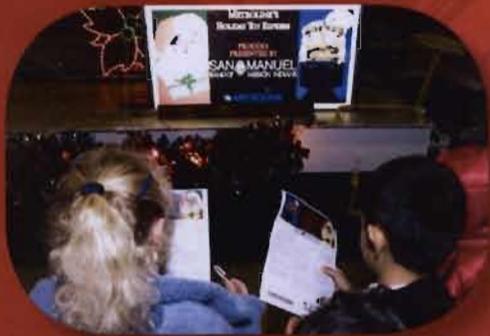
## READY TO CLIMB ABOARD?

As a sponsor of the Holiday Toy Express, you're in for a treat! First, you'll connect your company's name and logo directly with this popular, regionally respected charity event. You will also get the services of a Metrolink Project Manager, who is committed to making your holidays brighter by making your participation as turn-key as possible.



A limited number of sponsorship packages for this year's event are available at three different sponsorship levels; Santa's Backer \$5,000, Santa's Booster \$2,500, and Santa's Buddy \$1,000.

Take a look at each level's benefits package on the following few pages. Then join us as a sponsor to find out "what fun it is to ride" the Holiday Toy Express.



## Santa's Backer (\$5,000)

### Two nights

- Opportunity to address the crowds with your message live at each station
- "Thank you" message at each station
- Circulation of business flyers at stations on both nights
- Give away or display presence at stations on both nights
- Logo on posters at community centers, 52 Metrolink train stations, transit stores and employment centers—circulation of 10,000
- 2 rides on the Holiday Train for groups up to four people each (1 group per night)

## Santa's Booster (\$2,500)

### One night

- "Thank you" message at each station
- Circulation of business flyers at selected stations (up to 3)
- Give away or display presence at selected stations (up to 3)
- Logo on posters at community centers, 52 Metrolink train stations, transit stores and employment centers—circulation of 10,000
- 1 ride on the Holiday Train for to four people

## Santa's Buddy (\$1,000)

### One station

- "Thank you" message at selected station
- Circulation of business flyers at selected station
- Give away or display presence at selected station
- Logo on posters at community centers, 52 Metrolink train stations, transit stores and employment centers—circulation of 10,000



 **METROLINK**



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