

**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: September 26, 2007 (CC Meeting of 10-3-2007)****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 2007 Holiday Toy Express.

BACKGROUND

For eleven 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 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. 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

Mayor Pro Tem Millhouse has requested that the City Council consider sponsoring the Holiday Toy Express by becoming a "Santa's Buddy" and donate \$1,000 to Metrolink. In exchange for the donation, 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

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If approved, Metrolink will submit an invoice to the City, requesting \$1,000. The City can use Transportation Development Act (TDA) funds and has sufficient funds for the rail transit marketing effort donation.

STAFF RECOMMENDATION

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

Attachment

1 Metrolink Holiday Toy Express Flyer



 A large, festive photograph of a Metrolink train decorated for the holidays. The train is illuminated with bright lights and has "Holiday Toy Express" written on its side in a large, stylized font. The train is moving through a city street at night, with buildings and other lights visible in the background.

Holiday Toy Express

For eleven years 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! Last year both Ventura and Palmdale signed up as sponsors! 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.

2007 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**

