



News Release

Port's New Sponsorship Policy to Broaden Outreach **Enhanced focus on social responsibility and promoting Port's message**

Aug. 26, 2015

To better serve the community and promote the world's greenest port, the Long Beach Board of Harbor Commissioners voted Monday to update the Harbor Department's sponsorship policy, bringing greater transparency and accessibility to the program.

The Harbor Department provides sponsorship funds to local groups for community functions and events to help inform residents about the Port. The new policy will continue that process with a greater focus on funding the groups that make Long Beach a better place to live and work.



Watch a video news release on the Port's sponsorship program

Going forward, community groups will be asked to submit their sponsorship funding requests during two defined application periods each year. The first call for applications will be Sept. 1 through Oct. 2, 2015. The next call will be in March 2016.

"As we inform and educate the community about the Port, the City's greatest economic engine, we have a responsibility to do that in a way that is transparent and consistent," said Harbor Commission President Lori Ann Guzmán. "This is an opportunity to better partner with many great organizations in Long Beach that serve communities surrounding the Port."

The scheduled twice-a-year call for sponsorships will give stakeholders a clear process to follow and help in their planning, and a way for the Port to evaluate where its funding will have the greatest impact.

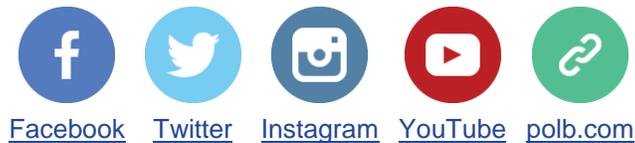
For more information on the Port's sponsorship program, go to www.polb.com/sponsorship.

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