

State of California

California Exposition & State Fair
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MEMORANDUM

Date: March 22, 2019

To: Board of Directors
California Exposition & State Fair

Fr: Rick K. Pickering, Chief Executive Officer

**Subject: Recommendation for 2018 Golden Bear Award Honoree -
Kaiser Permanente**

BACKGROUND

The California State Fair annually recognizes the accomplishments and service of key individuals or organizations through a series of prestigious awards. One such recognition is the annual Golden Bear Award. The Golden Bear Award is presented each year to an individual, company or organization that has demonstrated substantial contributions to the California State Fair. The honoree is publically recognized and honored at the annual California State Fair Gala, in conjunction with the Friends of the California State Fair nonprofit organization.

GOLDEN BEAR NOMINATION

It is respectfully recommended that this year's Golden Bear Award be presented to Kaiser Permanente as an organization that has formally partnered with the California State Fair for more than a decade.

Sponsorship has included:

- Kaiser Permanente served as the Title Partner of Kids Park and Kids Stage from 2005-2008; additionally,
 - Kaiser worked with State Fair to create a "Treasure Map" around the State Fair, so that guests could walk 10,000 healthy steps.
 - Kaiser was also the official Sponsor of "Thriving Seniors," and gave away pedometers for the first several hundred guests on Senior Days.
- Kaiser Permanente was an Official Sponsor of School Tours and the Title Sponsor of The State Fair Farm from 2016-2018; additionally,
 - California State Fair Sponsorship – Providing sunscreen for guests, and interactive elements, such as the "plant a seed" program.

- Farm School Tours – Kaiser Permanente has provided back packs & sunscreen for students as well as information on an Active Healthy Lifestyle
- Kaiser has also provided branded hats for State Fair Farm Staff.
- Total Sponsorship of the California State Fair by Kaiser Permanente, since 2005, has been roughly \$600,000.

Good Neighbor Parking Support:

The local Point West Kaiser Permanente facility at 1650 Response Road has been a good neighbor for Cal Expo during the Annual State Fair. This Kaiser facility is closed on weekends, so Kaiser allows State Fair the use of their parking lot across the street on Saturdays and Sundays (6 days) during the State Fair. As part of this good neighbor program, State Fair staffs and charges for parking in the Kaiser Lot and then allows Kaiser to bring a group of children to the State Fair on Kaiser Kids Day. Last year Kaiser brought 170 children/parents to the State Fair as part of Kaiser Kids Day. The children/parents are provided with admissions, ride wristbands, and lunch. In addition, during the year, Cal Expo has allowed Kaiser the use of Cal Expo's parking lots when Kaiser has needed additional parking spaces on weekdays.

RECOMMENDATION

Staff respectfully recommends that the Board approve the following:

- I. Accept Staff's recommendation to select **Kaiser Permanente** as the **2018 Golden Bear Award Honoree**.