

# Costa Mesa K-9 Cleanup Sponsorship Program

A special program to encourage dog owners, dog-related businesses and the community to support keeping our public areas clean and a nice place to visit.



presented by the City of Costa Mesa  
and the Costa Mesa Community Foundation

## What is the K-9 Cleanup Program?

It is estimated that the City of Costa Mesa is home to over 14,000 dogs. Both the City and members of the community are looking for ways to ensure that doggie waste bags are available in our public parks for dog owners and handlers, and to make certain that dog waste does not create nuisance problems or end up in our parks, sewers, rivers and ocean. The K-9 Cleanup Fund was set up to encourage dog owners, dog-related businesses and the community to support keeping our public areas clean and a nice place to visit by assisting in covering the costs for the bags that are used and the dispensers that hold the bags. The City and the Costa Mesa Community Foundation, a 501 (c) (3) non-profit foundation, are soliciting donations and sponsorships to help pay for the costs of the doggie waste bags and doggie dispensers.

## Donations

There are several ways to help offset the cost of the doggie bags and the dispensers:

- **Donations** - You can mail donations to the Costa Mesa Community Foundation, or pick up a Costa Mesa Community Foundation donation envelope from the City or other businesses and individuals involved in this program. These donations will help pay for needed bags and dispensers not purchased through sponsorships. Please note on your check that the donation is for the K-9 Cleanup Fund.
- **Sponsorship** - You can "adopt" a doggie bag dispenser and a supply of the bags for it. Your name/company name will be noted on a sign posted on the dispenser, acknowledging your support for the K-9 Cleanup program.

Contact the City Manager's Office at (714) 754-5327 for more information and to obtain a form for either a donation or sponsorship. Or download the form at [www.ci.costa-mesa.ca.us/K-9.pdf](http://www.ci.costa-mesa.ca.us/K-9.pdf). All donations are tax-deductible! You will receive a receipt from the Foundation for your contribution. Your support promotes stewardship in our parks and neighborhoods. Your neighbors and park visitors will thank you, too!

# City of Costa Mesa K-9 Cleanup Sponsorship Program

The K-9 Cleanup Sponsorship program allows members of the community to contribute at a higher level and fund one or several dog bag dispensers and a supply of dog bags. Your name or business name will be displayed for one year on a sponsorship sign placed on a dispenser, noting your support of the K-9 Cleanup Program, as part of the "adopt a dispenser" sponsorship. The minimum contribution for adopting a dispenser for one year is \$250 ("Tail Waggers" sponsorship). This includes the cost of the dispenser, a one-year supply of bags, sponsorship identification sign, and ancillary maintenance, as needed. Return the completed form and your donation to:

City Manager's Office, 5th Floor - City Hall  
77 Fair Drive, Costa Mesa, CA 92628-1200



SAMPLE SPONSOR SIGN (Size: 9"x3")

DISPENSER AND BAGS DONATED BY

# YOUR NAME HERE

*Thank you for keeping Costa Mesa clean!*

To donate to the K-9 Cleanup program, call (714) 754-5327  
Please use bags sparingly-bags restocked infrequently



# K-9 Cleanup Sponsorship / Donation Form

Please complete the form below to become a sponsor or to donate. Make check payable to Costa Mesa Community Foundation. Mail or bring the completed form, along with your donation to the City Manager's Office, 5th Floor, City Hall, 77 Fair Drive, Costa Mesa, CA 92628-1200. Contact the City Manager's Office at (714) 754-5327 if you have any questions. Your donation will be forwarded to the Costa Mesa Community Foundation.

For more information on the Costa Mesa Community Foundation, please visit the Costa Mesa Community Foundation's sponsorship link on the web at <http://www.cm-fund.org> or call (714) 754-4950. The Costa Mesa Community Foundation is a 501(c)(3) non-profit organization.

Costa Mesa



Community  
Foundation

- “Top Dogs” Sponsorship** **\$700**
- Name on Bag Dispenser for Three Years
  - Recognition in Costa Mesa Community News and on City Website

- “Hot Doggers” Sponsorship** **\$400**
- Name on Bag Dispenser for One Year
  - Recognition in Costa Mesa Community News and on City Website

- “Tail Waggers” Sponsorship** **\$250**
- Name on Bag Dispenser for One Year

**Other Donation to the K-9 Cleanup Program** Amount: \$ \_\_\_\_\_.

**Willing to Restock the Dispenser with Bags (Monthly)**

Your Name: \_\_\_\_\_

Name to be Displayed on Sign: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Contact #: \_\_\_\_\_ Email: \_\_\_\_\_

## OFFICE USE ONLY

### ROUTING:

- City Manager's Office
- Graphics Supervisor
- Public Services/Maintenance
- Costa Mesa Community Foundation (with Donation)

By: \_\_\_\_\_ Date: \_\_\_\_\_

### PUBLIC SERVICES INPUT:

Dispenser # \_\_\_\_\_

Location: \_\_\_\_\_

Date Installed: \_\_\_\_\_ By: \_\_\_\_\_

## Tiered K-9 Cleanup Sponsorships

The K-9 Cleanup Sponsorship program allows members of the community to contribute at a higher level and fund one or several dog bag dispensers and supply of dog bags. This "adopt a dispenser" sponsorship program recognizes the contributor(s), acknowledges the support, and level of sponsorship. There are three levels of sponsorships to choose from.

Sponsor Benefits	"Top Dogs" \$700	"Hot Doggers" \$400	"Tail Waggers" \$250
Name(s)/Logo on Doggie Bag Dispenser for 3 Years	✓		
Recognition in Costa Mesa Community News, CM-TV, and on the City's Website	✓	✓	
Name(s)/Logo on Doggie Bag Dispenser for 1 Year		✓	✓



## Responsibilities

The purpose of the K-9 Cleanup Sponsorship Program is to encourage pet owners to pick up after their pets, and to expand the City's focus on environmental stewardship. In addition, the Program provides a unique marketing opportunity to businesses, non-profits, homeowner associations, and individuals. Any business, organization or individual can become a sponsor.

The following groups/organizations would be responsible for the elements of the program:

### Responsibilities of City of Costa Mesa

- Manage the program, including the marketing and discussions with potential sponsors. A staff member or volunteer will be assigned this responsibility.
- Install and maintain new dispensers.
- Purchase and stock dispensers with bags. City will also be responsible for either having staff fill the dispensers or ensuring that the work is completed by the sponsor or a volunteer.
  - Manufacture and install sponsorship sign on dispenser.
  - At times, dispensers may not be stocked with bags and City may not be able to purchase additional bags.

### Responsibilities of Sponsor

- Pay the sponsorship per fee schedule.
- Provide suggested wording [name of business or organization or name of individual(s)] to be included on sponsorship sign to the City at the appropriate date.
- May choose to purchase additional bags to help ensure that bags are continually available at their sponsorship location.
- May choose to restock the dispenser with bags on a monthly or as needed basis.

### Responsibilities of Costa Mesa Community Foundation

- Be a partner with the City on the program.
- Allow donations to flow through the Foundation accounting system.
- Allow City staff to transfer available funding as necessary to purchase additional bags.
- Help market the program via Foundation's website and at public events.
- Annually evaluate the rate for sponsorships with the authority to change the rates as necessary to entice sponsors and generate sufficient revenue to cover the costs of the program.

Costa Mesa

**Costa Mesa Community Foundation**

The Costa Mesa Community Foundation was established in 1998 to enhance specific projects and programs in Costa Mesa. The Foundation has provided funding that has benefitted the community in many ways. For information on the Foundation, please visit the Costa Mesa Community Foundation's sponsorship link on the web at <http://www.cm-fund.org> or call (714) 754-4950.



Community Foundation