

LA MESA

..... *T u r n s*

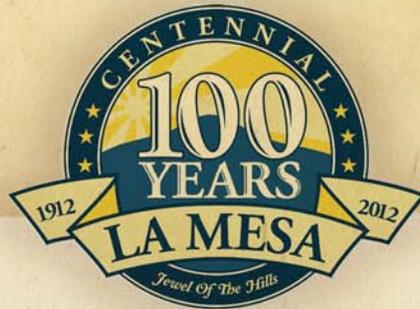
100

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1912 - 2012

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Let's Celebrate
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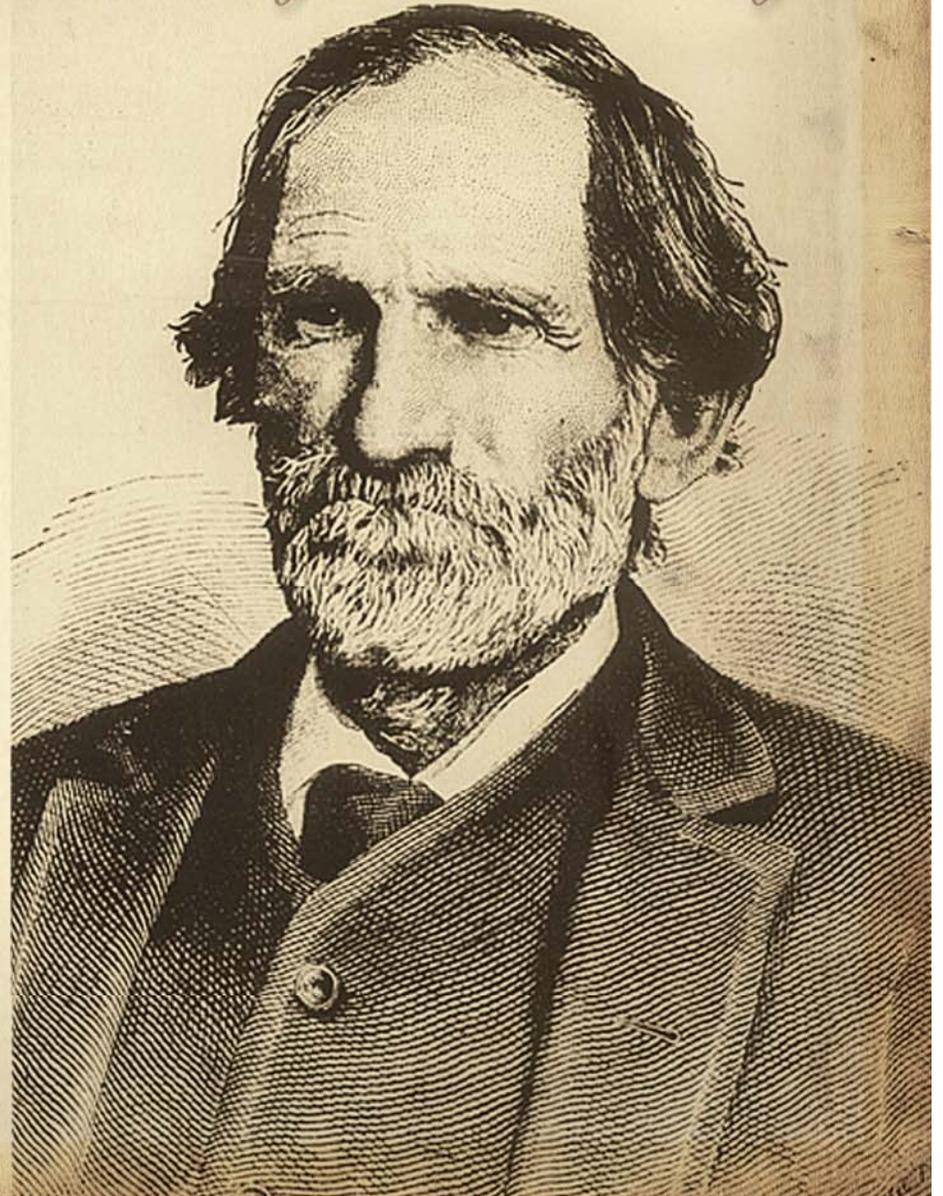


*A Century of
Community History*



Century of Community History

Originally named
“Allison Springs” for
pioneering stockman
Robert Allison and the
natural springs located in
today’s Collier Park, the
initial community formed
after the arrival of the
railroad in 1889.



Century of Community History

On February 16, 1912 La Mesa Springs,
a community of 700 citrus farmers,
home-seekers, developers and businessmen
incorporated into the City of La Mesa.



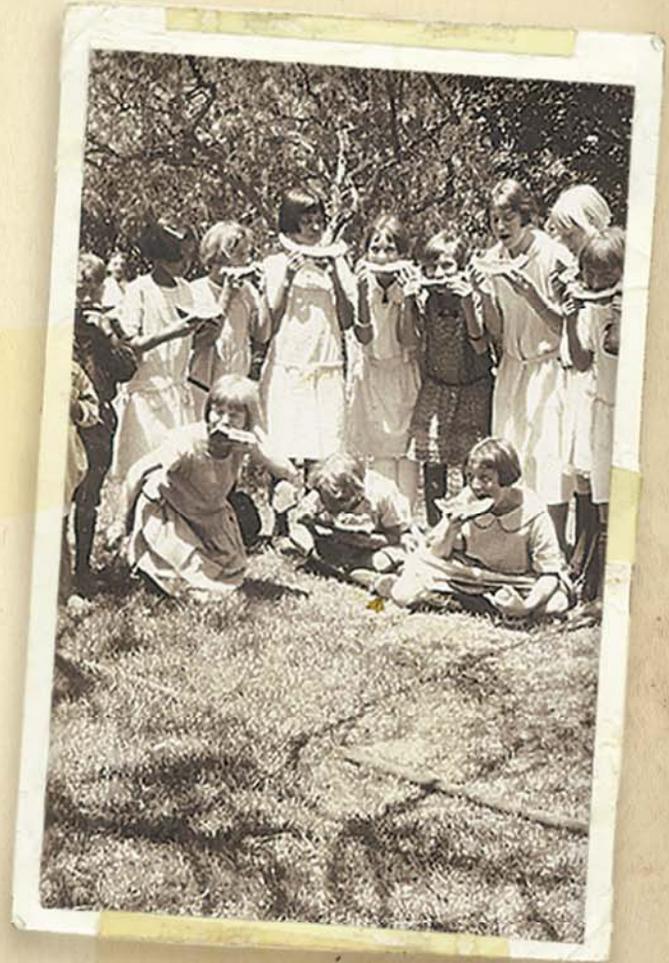


After incorporation the young city grew steadily, reaching 3,925 residents by 1940. Post-World War II, La Mesa exemplified the exponential suburban growth of the region, expanding to the north and west of old downtown to accommodate 50,000 plus residents by 1980

- all still attracted, as today, to the “Jewel of the Hills.”

Century of Community History

Nearly a century later,
today's suburban city of over
56,000 is still renown for its
“smalltown” character,
featuring its historic “village”
business district, family-
friendly neighborhoods, good
schools, and ample retail
and recreational amenities.



*La Mesa
Centennial Mission*



La Mesa's Centennial Mission

To promote La Mesa's 100th birthday, through a community directed celebration of its heritage - past, present and future.



Centennial Goals



Centennial Goals

We are planning a celebration of our city's heritage as we look forward to our bright and hopeful future.

Our goals for the year-long program include:



Centennial Goals

1. To create opportunities to participate and to celebrate the Centennial for service, educational, civic, faith-based groups, business and tourist organizations.



Centennial Goals

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2. To foster civic pride and economic prosperity through Centennial promotional activities recognizing historical achievements of businesses.



Centennial Goals

1. To create opportunities to participate and to celebrate the Centennial for service, educational, civic, faith-based groups, business and tourist organizations.
2. To foster civic pride and economic prosperity through Centennial promotional activities recognizing historical achievements of businesses.
3. To develop a Centennial project that will leave a legacy.



Role of City



Role of the City

To facilitate the Centennial Celebration by convening community volunteers to help oversee and coordinate local organizations, businesses, and individuals to participate and raise funds in support of the City's 100th birthday.

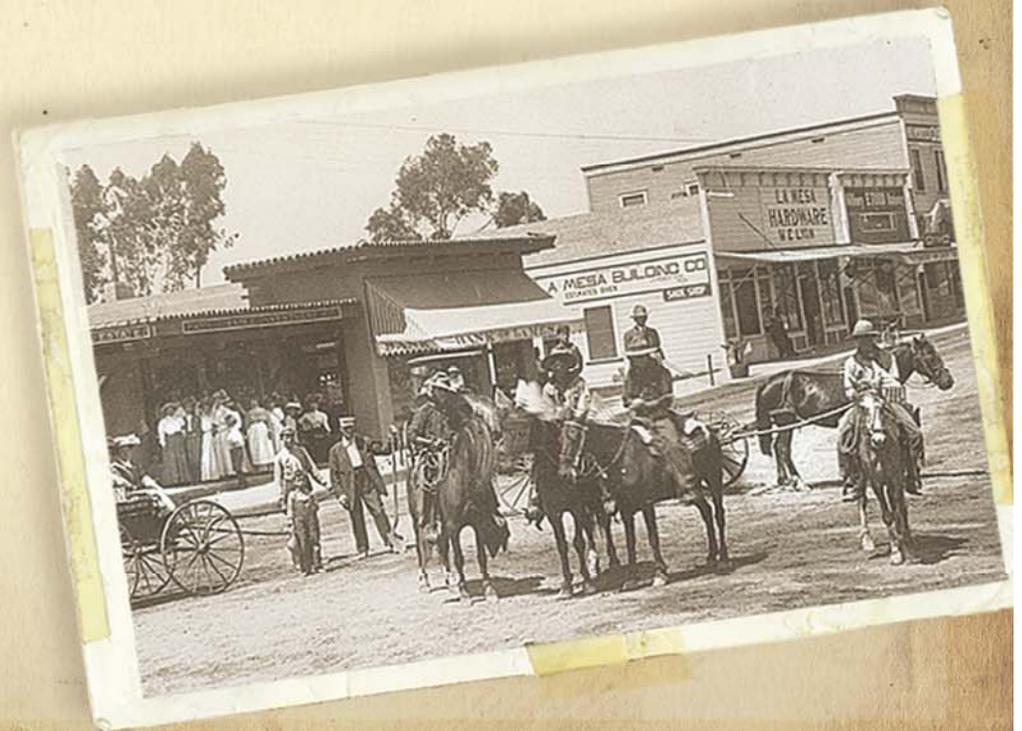


*Role of the Centennial
Committee Volunteers*



Centennial Committee Volunteers

The La Mesa Centennial Committee Volunteers will coordinate activities and events marking the City's 100th birthday, through the work of volunteers and public and private donations.



Centennial Committee Volunteers

The committee hopes to promote La Mesa's 100th birthday through community festivities such as the Flag Day Parade, Oktoberfest, Christmas in the Village, as well as other popular La Mesa events and activities.



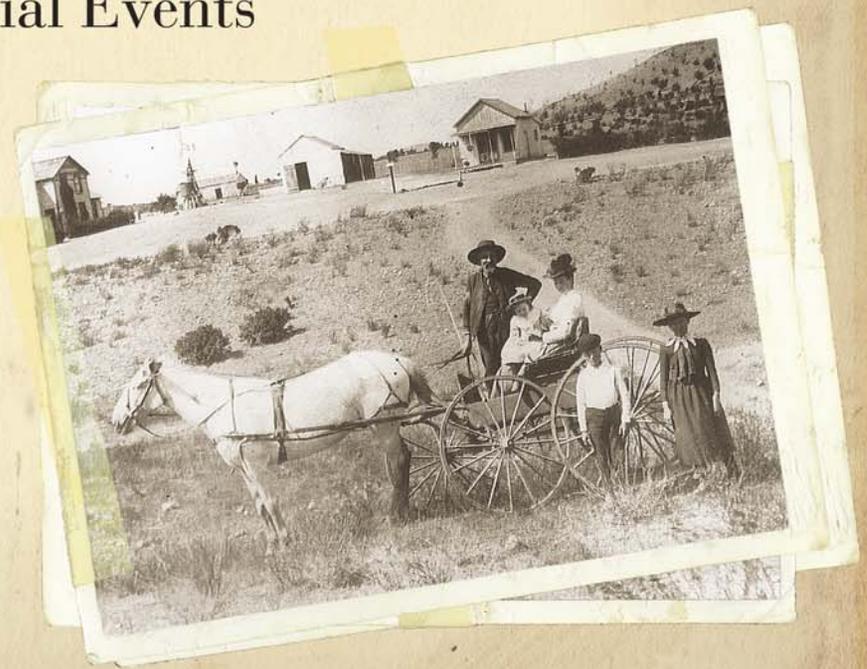
*Role of the Community.
We need your help!*



We need your help!

We encourage community groups to:

1. Turn their appropriate annual ongoing programs and activities into Official Centennial Events



We need your help!

We encourage community groups to:

1. Turn their appropriate annual ongoing programs and activities into Official Centennial Events
2. Become a sponsor to use the Official Centennial logo



We need your help!

We encourage community groups to:

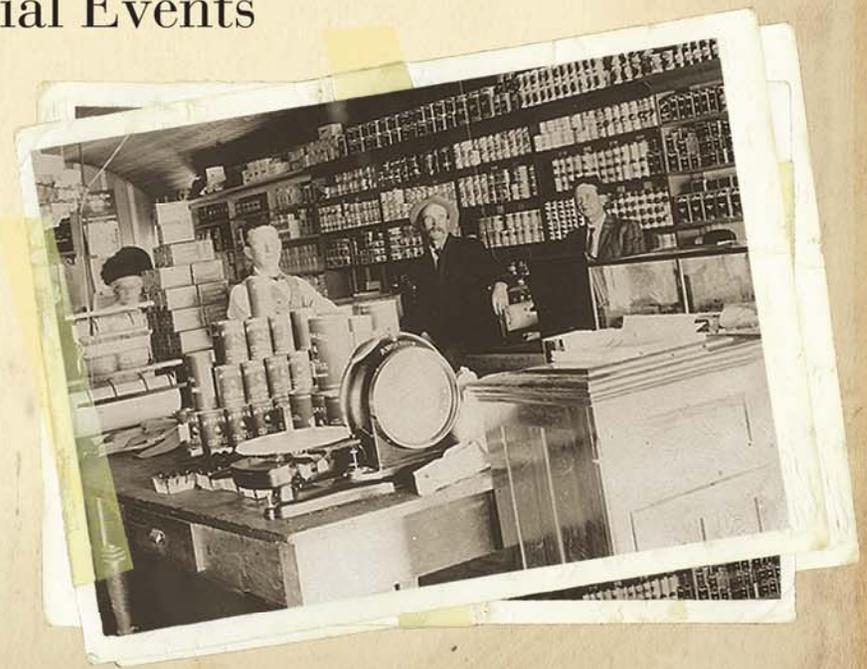
1. Turn their appropriate annual ongoing programs and activities into Official Centennial Events
2. Become a sponsor to use the Official Centennial logo
3. Publicize the Centennial for the next 2 years



We need your help!

We encourage community groups to:

1. Turn their appropriate annual ongoing programs and activities into Official Centennial Events
2. Become a sponsor to use the Official Centennial logo
3. Publicize the Centennial for the next 2 years
4. Volunteer your time



We need your help!

We encourage community groups to:

1. Turn their appropriate annual ongoing programs and activities into Official Centennial Events
2. Become a sponsor to use the Official Centennial logo
3. Publicize the Centennial for the next 2 years
4. Volunteer your time
5. Make a financial contribution



Sponsor Opportunities



Sponsor Opportunities

Donations to the La Mesa Centennial will support a year-long celebration of the City's 100th birthday. This will include an event to kick off the celebration, a large community event in conjunction with the Flag Day Parade in the spring and a festive "Party of the Century" gala event in late 2012.



Sponsor Opportunities

Proceeds from the Centennial will be used to honor the City's history by funding a Legacy Monument to recognize our donors and permanently commemorate the Centennial.



*Recognition for
Centennial Sponsors*



*Choose your
level of support*

Opal \$100 - \$499

Sapphire \$500 - \$999

Topaz \$1,000 - \$2,499

Ruby \$2,500 - \$4,999

Emerald \$5,000 - \$9,999

Diamond \$10,000

Crown Jewel \$25,000

Opal \$100 - \$499

- * Your name listed as a Centennial Sponsor on the official Centennial website and on a document to be placed in the Centennial Time Capsule

Opal \$100 - \$499

- * Your name listed as a Centennial Sponsor on the official Centennial website and on a document to be placed in the Centennial Time Capsule
- * **Official Centennial Sponsor window card to be proudly displayed in recognition of your sponsorship**

Sapphire \$500 - \$999

The previous plus...

*** Authorized use of the Centennial logo naming you an official sponsor on your print materials**

Sapphire \$500 - \$999

The previous plus...

- * Authorized use of the Centennial logo naming you an official sponsor on your print materials
- * **Your name displayed on the Legacy Monument**

Topaz \$1,000 - \$2,499

The previous plus...

- * **Your name more prominently displayed on the Centennial Time Capsule and Legacy Monument**

Topaz \$1,000 - \$2,499

The previous plus...

- * Your name more prominently displayed on the Centennial Time Capsule and Legacy Monument
- * **Two tickets to the Centennial gala event**

Ruby \$2,500 - \$4,999

All of the previous plus...

- * **Your name on any Centennial promotional print materials promoting the celebration**

Ruby \$2,500 - \$4,999

All of the previous plus...

- * Your name on any Centennial promotional print materials promoting the celebration
- * **Recognition of your sponsorship during Centennial events via public address announcements**

Ruby \$2,500 - \$4,999

All of the previous plus...

- * Your name on any Centennial promotional print materials promoting the celebration
- * Recognition of your sponsorship during Centennial events via public address announcements
- * **Two additional tickets (4 total) to the Centennial gala event**

Emerald \$5,000 - \$9,999

All of the previous plus...

- * **Prominent name recognition on Centennial promotional print materials and public address announcements**

Emerald \$5,000 - \$9,999

All of the previous plus...

- * Prominent name recognition on Centennial promotional print materials and public address announcements
- * **Representation on Centennial float featured at 2012 Flag Day Parade**

Emerald \$5,000 - \$9,999

All of the previous plus...

- * Prominent name recognition on Centennial promotional print materials and public address announcements
- * Representation on Centennial float featured at 2012 Flag Day Parade
- * **Two additional tickets (6 total) to the Centennial gala event**

Diamond \$10,000

All of the previous plus...

- * **Four additional tickets (full table of 10) located in VIP seating area at the Centennial gala event**

Diamond \$10,000

All of the previous plus...

- * Four additional tickets (full table of 10) located in VIP seating area at the Centennial gala event
- * **Public plaque presentation and recognition from podium at the Centennial gala event and Legacy Monument dedication ceremony**

Diamond \$10,000

All of the previous plus...

- * Four additional tickets (full table of 10) located in VIP seating area at the Centennial gala event
- * Public plaque presentation and recognition from podium at the Centennial gala event and Legacy Monument dedication ceremony
- * **Increased exposure as Diamond Sponsor on Centennial promotional print materials, public address announcements, press releases, and more**

Crown Jewel \$25,000

All of the previous plus...

- * **Maximum exposure of your name/logo as the top level sponsor on all Centennial print and broadcast advertising, outdoor advertising, and print materials**

Crown Jewel \$25,000

All of the previous plus...

- * Maximum exposure of your name/logo as the top level sponsor on all Centennial print and broadcast advertising, outdoor advertising, and print materials
- * **Two additional tables (total of 30 tickets) located in VIP seating area at the Centennial gala event**

Crown Jewel \$25,000

All of the previous plus...

- * Maximum exposure of your name/logo as the top level sponsor on all Centennial print and broadcast advertising, outdoor advertising, and print materials
- * Two additional tables (total of 30 tickets) located in VIP seating area at the Centennial gala event
- * **Full page print ad recognizing you as Crown Jewel Sponsor in Centennial event programs**

Crown Jewel \$25,000

All of the previous plus...

- * Maximum exposure of your name/logo as the top level sponsor on all Centennial print and broadcast advertising, outdoor advertising, and print materials
- * Two additional tables (total of 30 tickets) located in VIP seating area at the Centennial gala event
- * Full page print ad recognizing you as Crown Jewel Sponsor in Centennial event programs
- * Separate press release naming you as Crown Jewel Sponsor of the Centennial sent to all East County publications

Crown Jewel \$25,000

All of the previous plus...

- * Maximum exposure of your name/logo as the top level sponsor on all Centennial print and broadcast advertising, outdoor advertising, and print materials
- * Two additional tables (total of 30 tickets) located in VIP seating area at the Centennial gala event
- * Full page print ad recognizing you as Crown Jewel Sponsor in Centennial event programs
- * Separate press release naming you as Crown Jewel Sponsor of the Centennial sent to all East County publications
- * **Premier seating at all Centennial events**

To become a sponsor or for
more information call {619} 667-1300
or visit www.cityofflamesa.com



If you or your organization has historical documents, photographs or objects you wish to donate, or are in need of assistance with collecting or protecting your records of the City's or your organization's history, please feel free to contact the La Mesa Historical Society at {619} 466-0197 or email information@lamesahistoricalociety.com

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of the
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Produced by
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for the
La Mesa Centennial Volunteer Committee



CITY OF
LA MESA
JEWEL of the HILLS

