

# Monthly Expenditure Report



Reporting Month: April 2025

Budget Fiscal Year: 2024-2025

NC Name: Northridge West  
Neighborhood Council

Monthly Cash Reconciliation					
Beginning Balance	Total Spent	Remaining Balance	Outstanding	Commitments	Net Available
\$11246.99	\$5210.50	\$6036.49	\$0.00	\$0.00	\$6036.49

Monthly Cash Flow Analysis					
Budget Category	Adopted Budget	Total Spent this Month	Unspent Budget Balance	Outstanding	Net Available
Office	\$19500.00	\$165.50	\$2398.63	\$0.00	\$2398.63
Outreach		\$5045.00		\$0.00	
Elections		\$0.00		\$0.00	
Community Improvement Project	\$2500.00	\$0.00	\$2500.00	\$0.00	\$2500.00
Neighborhood Purpose Grants	\$16603.85	\$0.00	\$1137.85	\$0.00	\$1137.85
Funding Requests Under Review: \$0.00		Encumbrances: \$0.00		Previous Expenditures: \$27356.87	

Expenditures						
#	Vendor	Date	Description	Budget Category	Sub-category	Total
1	PY GOLDEN STATE STORA	04/02/2025	Monthly storage fee Motion to Approve FY 2024-25 budget and administrative packet.	General Operations Expenditure	Office	\$165.50
2	MAILCHIMP	04/09/2025	Motion to approve \$45 monthly expenditure for Mailchimp e-mail newsletter distribution services to support Northridge West Neighborhood Council outreach efforts.	General Operations Expenditure	Outreach	\$45.00
3	Supporters of Shadow Ranch and Woodland Hills Parks	04/21/2025	Motion to approve spending of \$5000 in outreach funds as a sponsorship of Supporters of Shadow Ranch and Woodland Hills Parks Inc's Salute to Recreation Family Festival being held ...	General Operations Expenditure	Outreach	\$5000.00
<b>Subtotal:</b>						<b>\$5210.50</b>

Outstanding Expenditures						
#	Vendor	Date	Description	Budget Category	Sub-category	Total
<b>Subtotal: Outstanding</b>						<b>\$0.00</b>

## Payment Receipt

**Tenant** City Of LA  
 Northridge West Neighborhood Council  
**Address** DONE-Northridge W. Neighborhood Council  
 200 N. Spring St. 20th Floor, Suite 2005  
 Los Angeles, CA 90012

**Date Printed** April 2, 2025  
**Payment Date** April 2, 2025 9:18 AM  
**Paid Thru** May 1, 2025  
**Current Balance** \$0.00  
**Receipt Number** 91348  
**Unit Number** E91  
**By** Alexander Rome

Date	Unit	Description	Charge	Discount	Tax	Total	Payment Method	
04/02/25	E91	Rent 4/2-5/1	158.00	0.00	0.00	158.00	158.00 Master C.	
04/02/25	E91	Protection Plan a 4/2-5/1	7.50	0.00	0.00	7.50	7.50 Master C.	
							Taxes	0.00
							Payment (less tax)	165.50
							Payment Subtotal	165.50
							Credits Applied	0.00
							Refunds Applied	0.00
							Total Applied to Account	\$ 165.50
							Current Account Bal.	\$0.00
							Paid By	Master Card *****76
							Paid Thru Date	May 1, 2025

Transaction Type Sale

Authorization 023585  
 Reference p1\_txn\_67ed63643d009b7ed8a45ed

I agree to pay the above amount according to the card issuer statement.

X \_\_\_\_\_



# Mailchimp Receipt MC24114215

## Issued to

Northridge West Neighborhood  
Council  
Northridge West Neighborhood  
Council  
info@northridgewest.org  
Office phone:818-534-1797 x1  
18543 Devonshire St # 437 Northridge,  
CA 91324-1308

## Issued by

Mailchimp  
c/o The Rocket Science Group, LLC  
675 Ponce de Leon Ave NE  
Suite 5000  
Atlanta, GA 30308  
[www.mailchimp.com](http://www.mailchimp.com)  
Tax ID: US EIN 58-2554149

## Details

**Order#** 24114215  
**Date Paid:** April 08, 2025 11:33 PM Los  
Angeles

## Billing statement

---

### Essentials plan

2,500 contacts

**\$45.00**

---

**Paid via Mast** ending in **6857** which expires **11/2027**  
on April 09, 2025

**\$45.00**

---

<b>Balance as of April 09, 2025</b>
-------------------------------------

**\$0.00**

If a refund is required, it will be issued in the purchase currency for the amount of the original charge.

Sales Tax was not applied to this purchase.

[Looking for our W-9?](#)

[Looking for our United States Residency Certificate?](#)





# SPONSOR APPLICATION

Sponsorship Deadline: March 29, 2025

Date 3-15-25

Business Name Northridge West Neighborhood Council

Contact Person Janis Kraft

Phone 310.403.2239 Email Janiskraftnwc@yahoo.com

Address P.O. Box 280477

City Chatsworth State CA Zip Code 91328

## Sponsorship Opportunities

Your generosity and support is greatly appreciated. Donations are tax-deductible. Your sponsorship will include all of the perks stated on the sponsorship level page.

Please mark your interested level of sponsorship:

- Hall of Fame: \$10,000
- Legend: \$7,500
- Hero: \$5,000
- MVP: \$2,500
- All-Star: \$1,000
- In-kind donation: \_\_\_\_\_

Once your sponsorship interest has been received, someone from the sponsorship team will contact you with more details.

*Thank you for your interest!*

### FOR MORE INFORMATION, PLEASE CONTACT:

<b><u>CHRISTINA HENRY</u></b> (818) 783-5121 christina.henry@lacity.org	<b><u>MERAB RUIZ</u></b> (818) 834-5172 merab.ruiz@lacity.org	<b><u>YAMIL VERDE</u></b> (818) 367-5656 yamil.verde@lacity.org
---	---	---



20  
25

Salute to  
**Recreation**  
Family Festival

CELEBRATION OF PLAY!


# SPONSORSHIP PACKAGE


May 16 - 18, 2025



 **NORTHRIDGE RECREATION CENTER**

10058 Reseda Blvd.  
Northridge, CA 91325

 (818) 756-8060 (Pre-Event)

 (818) 349-0535 (Event Day)



# FESTIVAL HISTORY

The **Salute to Recreation Family Festival** has been a cherished tradition in the San Fernando Valley since 1982. This annual, family-friendly event takes place at Northridge Recreation Center and connects local communities to the wide range of recreational programs offered by the City of Los Angeles Department of Recreation & Parks. The festival is designed to promote healthy, active lifestyles and create a sense of community for people of all ages, backgrounds, and abilities.

This year's festival promises a variety of activities for everyone to enjoy. Attendees can enjoy delicious food and desserts from food trucks, shop in our vendor area, watch live performances by local entertainers, and take part in fun children's activities such as games, crafts, and face painting. There will also be an exciting volleyball and soccer tournament, as well as a range of recreation activities promoting health and wellness. The event offers a perfect mix of fun, excitement, and community connection.

We are excited to make this year's festival bigger and better than ever! Our goal is to strengthen community bonds and celebrate the diversity that makes the San Fernando Valley unique. Whether you're looking to try something new, get active, or simply enjoy a fun day with your family, the Salute to Recreation Family Festival has something for everyone.

**Join us for a day full of  
fun and celebration!**

# EVENT HIGHLIGHTS

Salute to  
*Recreation*  
Family Festival



- Live Entertainment
- Battle of the Bands (Friday)
- Carnival Rides and Games
- Food Trucks/Booths
- International Village
- Marketplace
- Children's Area
- Children's Inflatables
- Teen Night (Friday)

- 50+ Senior Dance
- Arts & Crafts
- Games
- Community Booths
- Health and Fitness Activities
- Dance and Cheer Exhibitions
- Pickleball Tournament
- Volleyball & Soccer Invitationals
- Giveaways & so much more!



## FESTIVAL LOCATION

Northridge Recreation Center  
10058 Reseda Blvd., Northridge, CA 91325  
**(818) 756-8060 (Pre-Event)**  
**(818) 349-0535 (Event Day)**



# SPONSORSHIP LEVELS

**\$10,000**

- Stage Name Rights
- On Stage Sponsor Announcements
- Logo placement on promotional material
- 3 Banner placements at event (up to 4x8)
- Two 10x10 spaces to market company
- Event Sponsorship Announcements
- Full-Page Advertisement in Event Program
- Social Media Promotion
- Additional marketing as requested and approved

**HALL OF FAME**



**\$7,500**

- Logo placement on promotional material
- 2 Banner placements at event (up to 3x6)
- 10x10 space to market company
- Event Sponsorship Announcements
- Half-Page Advertisement in Event Program
- Social Media Promotion
- Additional marketing as requested and approved

**LEGEND**



**\$5,000**

- 10x10 space to market company
- 1 Banner placement at event (up to 3x6)
- Event Sponsorship Announcements
- Quarter-Page Advertisement in Event Program
- Social Media Promotion
- Additional marketing as requested and approved

**HERO**



**\$2,500**

- 1 Banner placement at event (up to 3x6)
- Event Sponsorship Announcements
- Business Card Advertisement in Event Program
- Social Media Promotion

**MVP**



**\$1,000**

- Event Sponsorship Announcements
- Business Card Advertisement in Event Program
- Social Media Promotion

**ALL-STAR**



# FESTIVAL MARKETING

- Event ads, on and off-site promotion, print, radio, and various online media websites.
- 100,00 event emails by Recreation Centers throughout the San Fernando Valley.
- 20,000 event flyers distributed to San Fernando Valley Schools.
- 7,000 event programs printed and distributed at the festival and L.A. City Recreation Centers.
- Social media promotion to reach thousands of families within the San Fernando Valley and Los Angeles area.
- Poster and banner promotion at businesses, organizations, and LA City Recreation Centers.
- Street event banners throughout the adjacent area.
- Personalized sponsor banners displayed at Festival.
- Publicity through City Council, Chambers of Commerce, Neighborhood Councils, Libraries, and local stakeholders.

Salute to  
**Recreation**  
Family Festival





City of Los Angeles Department of Recreation and Parks

# Salute to Recreation Family Festival

10058 Reseda Blvd. • Northridge, CA 91325 • Day of Event Phone: (818) 349-0535



## SPONSOR APPLICATION

Sponsorship Deadline: March 29, 2025

Date \_\_\_\_\_

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

### Sponsorship Opportunities

Your generosity and support is greatly appreciated. Donations are tax-deductible. Your sponsorship will include all of the perks stated on the sponsorship level page.

Please mark your interested level of sponsorship:

Hall of Fame: \$10,000

Legend: \$7,500

Hero: \$5,000

MVP: \$2,500

All-Star: \$1,000

In-kind donation: \_\_\_\_\_

Once your sponsorship interest has been received, someone from the sponsorship team will contact you with more details.

*Thank you for your interest!*

**FOR MORE INFORMATION, PLEASE CONTACT:**

**CHRISTINA HENRY**

(818) 783-5121

christina.henry@lacity.org

**MERAB RUIZ**

(818) 834-5172

merab.ruiz@lacity.org

**YAMIL VERDE**

(818) 367-5656

yamil.verde@lacity.org



# Thank you!



**WE HOPE YOU WILL JOIN US AND HELP  
CREATE COMMUNITY THROUGH PEOPLE,  
PARKS, AND PROGRAMS!**

