

DATE SUBMITTED 3/27/2019
 SUBMITTED BY POLICE DEPARTMENT
 DATE ACTION REQUIRED 4/3/2019

COUNCIL ACTION
 PUBLIC HEARING REQUIRED
 RESOLUTION
 ORDINANCE 1ST READING
 ORDINANCE 2ND READING
 CITY CLERK'S INITIALS

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**IMPERIAL CITY COUNCIL
 AGENDA ITEM**

SUBJECT: DISCUSSION: LAW ENFORCEMENT TRADING CARDS 1. DISCUSSION REGARDING COMMUNITY POLICING INITIATIVE FOR IMPERIAL POLICE DEPARTMENT OFFICER TRADING CARDS.	
DEPARTMENT INVOLVED: POLICE DEPARTMENT/PUBLIC INFORMATION	
BACKGROUND/SUMMARY: The program, sometimes referred to as "Police Officer Cards" is a unique Public Relations program designed to promote a positive image with our youth through the use of trading cards. Since the invention of the printing press, children all over the world have been collecting trading cards, and those faces who become featured on the cards become well known heroes in the hearts and minds of the children. In an effort to promote this same heroic image between police officers and today's youth, departments nationwide are discovering that trading cards featuring themselves have the same role model effect as a Sports Hero and generates just as much excitement. Imagine the benefits of a child getting to know every Police Officer in a way that's fun and exciting!	
FISCAL IMPACT: N/A – This program will be initiated through PAL and financed by sponsorship opportunities	FINANCE INITIALS <u>VB</u>
STAFF RECOMMENDATION: It is the department's recommendation that the City Council give direction to proceed with this initiative in an effort to familiarize our youth with our officers.	DEPT. INITIALS <u>JB</u>
MANAGER'S APPROVAL:	CITY MANAGER'S INITIALS <u>JD</u>
MOTION: SECONDED: APPROVED () REJECTED () AYES: DISAPPROVED () DEFERRED () NAYES: ABSENT: REFERRED TO:	



Imperial Police Department Law Enforcement Trading Cards *Inaugural Series* ♦ 1st Edition

Dear Community,

This unique public relations effort represents an opportunity to promote a positive image with our youth. This community relations program has numerous advantages to all members of the community. The opportunities for sponsors reach many levels. Sponsors of the program will not only receive visible credit and advertisement through this program but also a greater interaction with families within our community. The program is described in part as follows. Local businesses, organizations and individuals are invited to participate as sponsors of this program.

Gold Sponsor: \$110 Your business, organization or personal name will be printed on the back of 500 Law Enforcement Collectable Trading Cards.

Silver Sponsor: Any contribution to defray our costs or any gift certificates, discount coupons or other items which will help to serve as prizes for the participating youth members of our community who have collected the entire set of Imperial Police Department Trading Cards.

The collectable trading cards will consist of Imperial Police Department Police Officers, Special Police Officers, Records Bureau Personnel, and of course special insert cards of patrol cars, the police station, mascots, special community groups and much more!

Those who are Gold Sponsors of this program will be provided cards of the sponsored member of the Imperial Police Department. The cards can be displayed and distributed to the youth members of the community who will be frequenting their establishments in order to collect that particular card in order to complete the collection of the our 1st Edition Set.

These cards will also be possessed by Patrol Officers who will have interaction with youth members of the community during the course of their routine patrol duties.

Together with the participation of the Gold and Silver Sponsors along with the members of the Imperial Police Department this program will be a huge success. Your participation in this unique community relations program will be deeply appreciated.

If you have any questions concerning this program please contact me at (760) 355-4327 or email barra@cityofimperial.org.

Sincerely,

Leonard J. Barra
Chief of Police



“Cop Collectibles” Benefits to Sponsors

- ◆ Your Logo and/or Business, Organization or Individual name will be imprinted on the back of every card, in recognition of your participation in this unique community relations program.
- ◆ A fantastic public relations tool which will provide a greater interaction with all members of the community.
- ◆ Showing the youth of Imperial Police Department that the whole community supports them.
- ◆ Promotional materials at your place of business, in recognition for your help with this program.
- ◆ Media coverage of the program.
- ◆ A way to demonstrate community support and pride.

Benefits to the Community



- ◆ Cards act as a means to foster communication and trust between Police and children.
- ◆ Promotes Police Officers as role models for children.
- ◆ Cards provide an opportunity for dialogue and communication between the police and the community.
- ◆ Anti-Drug or Safety Message on each card and an improved public image for the police and their efforts.
- ◆ Neighborhood residents learn names and faces of their Imperial Police Department Police Officers.
- ◆ True community involvement between schools, businesses, police, residents and our children

Sponsor Form

Your participation in this unique community relations program will be sincerely appreciated. You may choose to become a "Gold Sponsor" and sponsor a particular member of the police department or become a "Silver Sponsor" and assist in any way possible to assure the success of this program. Below is a form to assist you in your participation in this program.

- ◆ _____ Gold Sponsor \$110 (Per Member Sponsored)
500# CARDS Law Enforcement 1st Edition Trading Cards

- ◆ _____ Silver Sponsor Contributions
(Monetary, Gift Certificates or Prizes)

Sponsored _____

Total Amount \$ _____

- ◆ Name of "Sponsored" Officer(s) or Member(s):

_____ Check here if you are sponsoring an unspecified Officer(s) or Member(s).

- ◆ Name of sponsoring company, business or individual as it should appear on the back of the sponsored member(s) cards. Please email logo (if applicable) to barra@cityofimperial.org.

Address: _____

Contact Person: _____ Phone Number: _____

Please make check payable to: Imperial Police Activities League

Please mail or drop off payments and forms to:

**Imperial Police Department
424 S Imperial Avenue
Imperial, CA 92251**