

THE  
rancho

LOS ALAMITOS | a place for all time

13TH ANNUAL  
COTTONWOOD

AWARD LUNCHEON

THURSDAY, MAY 22, 2025  
11:00 AM

Honoring

DR. GERALDINE KNATZ

Cottonwood Award for Leadership

ROXANNE PATMOR

The Gerald Miller Award for Service

SPONSORSHIP  
OPPORTUNITIES

Visit [RanchoLosAlamitos.org](https://RanchoLosAlamitos.org) to learn more

6400 E. BIXBY HILL ROAD LONG BEACH, CA 90815

## Event Overview

The Cottonwood Award Luncheon honors those who have made significant contributions to Long Beach's cultural and historical resources. Hosted by the Rancho Los Alamitos Foundation, this luncheon is an opportunity to visit with friends, colleagues, and community leaders over a traditional ranch barbecue while also raising critical funds for Rancho programs. These programs include school field trips, workshops, lectures, kids' crafts, garden tours, and summer concerts, to name a few. Join us for a relaxed, outdoor luncheon at this unique Southern Californian jewel!

## Cottonwood Award for Leadership

This award recognizes an individual or organization who has shown significant leadership in enhancing, promoting, and supporting the cultural communities of the Southern California region.

## The Gerald Miller Award for Service

Named after the long-time friend and board member of the Rancho and former City Manager of Long Beach, this award recognizes the outstanding achievements of an individual or organization that has made a significant impact on the cultural development of Rancho Los Alamitos and the City of Long Beach.

### *Past Cottonwood Award Recipients*

- 2012 - The Honorable Don Knabe and Julie Knabe
- 2013 - The Honorable Beverly O'Neill
- 2014 - The Honorable George and Gloria Deukmejian
- 2015 - The Honorable Doug Otto and Freda Hinsche Otto
- 2016 - The Honorable Bob Foster and Nancy Foster
- 2017 - Farmers and Merchants Bank;  
Four Generations of the Walker Family
- 2018 - Mayor Robert Garcia
- 2019 - Steve Goodling
- 2021 - The Honorable Bonnie Lowenthal
- 2022 - Marlene Temple;  
Temple Family Charitable Foundation
- 2023 - Jerry Miller
- 2024 - Skip Keesal and Keesal, Young, & Logan

### *Past Special Recognition Recipients*

- 2013 - The Honorable Gary DeLong
- 2014 - The Honorable Bob and Nancy Foster
- 2015 - Long Beach Navy Memorial Heritage Association  
and the Port of Long Beach
- 2016 - James C. Hankla
- 2017 - The Earl B. and Loraine H. Miller Foundation
- 2018 - Historical Society of Long Beach
- 2019 - Jean Bixby Smith and Barbara Bixby Blackwell;  
Rancho Los Cerritos
- 2021 - John Hancock
- 2022 - TABC, Inc.
- 2023 - Craig Torres
- 2024 - Gloria Cordero



## The 2025 Honorees

### DR. GERALDINE KNATZ

#### Cottonwood Award for Leadership

Dr. Geraldine Knatz is a Professor of the Practice of Policy and Engineering, a joint appointment between the University of Southern California's School of Public Policy and the School of Engineering. She served as the first female director of the Port of Los Angeles from 2006 to 2014, serving as managing director at the Port of Long Beach before that. In 2014, she was named a member of the National Academy of Engineering in recognition of her international leadership in developing environmentally clean urban seaports. She is past president of the American Association of Port Authorities and the International Association of Ports and Harbors. She is the President of the Grand Jury to select the Antoine Rufenacht Prize, a global prize awarded to a project at a port-city interface.

Knatz is the founder and a board member of AltaSea, a 30-acre campus located within the Port of Los Angeles devoted to marine and maritime research, education, and business entrepreneurialism. Knatz has authored numerous publications and an award-winning book, *Terminal Island: Lost Communities of Los Angeles Harbor*, recently reissued as *Terminal Island: Lost Communities on America's Edge*. Her most recent book is a political history of the Port of Los Angeles, co-published by the Huntington Library's Institute for California and the West and Angel City Press, titled *Port of Los Angeles: Conflict, Commerce and the Fight for Control*. She authored the book *Long Beach's Los Cerritos*, a history of the Los Cerritos neighborhood. She currently serves on the boards of the Banning Residence Museum, the Immigrant Genealogical Society, and the Catalina Island Conservancy.

Knatz's career has been featured in several popular books, most notably in Pulitzer Prize-winning journalist Edward Humes' *Door to Door*, David Helvarg's *The Golden Shore*, and Bill Sharpsteen's *The Docks*.

### ROXANNE PATMOR

#### The Gerald Miller Award for Service

Roxanne Patmor is a Long Beach native who has poured her heart into telling the city's story. Since she retired from Southern California Edison, Roxanne has spent nearly 20 years working with historians, actors, costumers, and nonprofits to bring the city's history to life and is the driving force behind the Historical Society of Long Beach's Annual Cemetery Tour and Rancho Los Alamitos' Rancho Voices holiday event.

Roxanne devotes her time to supporting several city-based nonprofit organizations and serves as President of the Long Beach Playhouse, Secretary of the Historical Society of Long Beach, and a member of the Rancho Los Alamitos Foundation Board of Directors, where she plays an integral role in supporting public programs and philanthropic endeavors.

**Event Details at [www.RanchoLosAlamitos.org](http://www.RanchoLosAlamitos.org)**

Contact Erin Wilson, Director of Development, at [erinw@rancholosalamitos.org](mailto:erinw@rancholosalamitos.org) 562-221-6726

## Sponsorship Opportunities

---

### *Presenting Sponsor \$15,000\_\_\_*

- A premier table for 10 with valet parking on-site
- Name/logo displayed on all social media, web, and print materials
- Logo on the front and **full-page** ad on the back of the tribute program
- Verbal recognition from the podium at the event
- Use of a Rancho Meeting space for up to 50 people (date to be mutually agreed upon)
- A special VIP tour and private lunch with an executive staff/expert (you choose the focus!)
- Special sponsorship blasts on all social media accounts (8K followers)



### *Platinum Sponsor \$10,000\_\_\_*

- A premier table for 10 with valet parking on-site
- Name/logo displayed on social media, web, print, and **full-page** ad in tribute program
- Verbal recognition from the podium at the event
- Special sponsorship blasts on all social media accounts (8K followers)

### *Gold Sponsor \$7,500\_\_\_*

- A premier table for 10
- Name/logo displayed on social media, web, print, and **full-page** ad in tribute program
- Verbal recognition from the podium at the event
- Special sponsorship blasts on all social media accounts (8K followers)

### *Silver Sponsor \$5,000\_\_\_*

- Select table for 10
- Name/logo displayed on social media, web, print, and **half-page** ad in tribute program
- Verbal recognition from the podium at the event
- Special sponsorship blasts on all social media accounts (8K followers)

### *Bronze Sponsor \$2,500\_\_\_*

- Select table for 10
- Name/logo displayed on social media, web, print, and **quarter-page** ad in tribute program

**Become a Sponsor!**

Contact Erin Wilson, Director of Development, at [erinw@rancholosalamitos.org](mailto:erinw@rancholosalamitos.org) 562-221-6726

## Underwriting Opportunities

Underwriting event costs are a great way to support the Rancho and help us raise more program funding and support. (underwriting does not include event tickets).

### Hospitality Sponsor \$5,000\_\_\_\_\_

- Recognition as Hospitality Sponsor
- Half-page ad in the program

### Transportation Sponsor \$2,500\_\_\_\_\_

- Recognition as Transportation
- Half-page ad in the program

### Photography Sponsor \$1,000\_\_\_\_\_

- Recognition as Photography Sponsor
- Quarter-page ad in the program

### Performing Arts Sponsor \$750\_\_\_\_\_

- Recognition as Performing Arts Sponsor
- Quarter-page ad in the program

### Beverage Sponsor \$500\_\_\_\_\_

- Recognition as Beverage Sponsor
- Business card ad in the program



### ADVERTISING OPPORTUNITIES

Consider purchasing a congratulatory ad in the tribute program:

- \_\_\_\_\_ \$1,000 Full-Page
- \_\_\_\_\_ \$600 Half-Page
- \_\_\_\_\_ \$400 Quarter-Page
- \_\_\_\_\_ \$250 Business Card

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

Company Name/Organization: \_\_\_\_\_

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

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

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Amount:  Item/s: \_\_\_\_\_

- Check \_\_\_\_\_ (Please make check payable to Rancho Los Alamitos Foundation)
- Credit Card \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC \_\_\_\_\_  
(Card information will not be kept on file)

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**Please mail payment to Rancho Los Alamitos, 6400 E. Bixby Hill Rd., Long Beach, CA 90815**

**Pay using QR code or online at [RanchoLosAlamitos.org](http://RanchoLosAlamitos.org)**

Contact Erin Wilson at 562.221.6726 / [erinw@rancholosalamitos.org](http://erinw@rancholosalamitos.org) with questions.

RLA is 501(C)3 Nonprofit/ Tax ID# 33-0083942

# 13th ANNUAL COTTONWOOD AWARD LUNCHEON

May 22, 2025 at Rancho Los Alamitos Historic Ranch and Gardens

Advertisement Specifications for the Souvenir Program Book

Ad Deadline: April 30, 2025 by 5:00pm

The booklet will measure 7" w x 8.5" h. The preferred format for art is JPG, PNG or PSD (in CMYK color).

Submit your ad by April 30, 2025 to [ErinW@RanchoLosAlamitos.org](mailto:ErinW@RanchoLosAlamitos.org) with 'Cottonwood Ad' in the subject line. Ad sizes are approximate.

Design services are available at no charge if needed. If design services are needed please let us know by April 20th.

FULL PAGE 6.25" w x 7.5" h

## Sponsor Levels

Presenting Sponsor . . . \$15,000

Platinum Sponsor . . . . \$10,000

Gold Sponsor . . . . . \$7,500

BUSINESS CARD 3.5" w x 2.0" h

HALF PAGE 6.25" w x 3.6" h

Silver Sponsor . . . . . \$5,000

QUARTER PAGE 3.0" w x 3.6" h

Bronze Sponsor . . . . . \$2,500