



City of Yorba Linda Parks and Recreation Department



EXCITING SPONSORSHIP OPPORTUNITIES AVAILABLE

Are you interested in **promoting your business, increasing your exposure**, and becoming more **invested within your community**? Sponsorship opportunities are now available through the City of Yorba Linda Parks and Recreation Department's Community Event Sponsorship Program. Our program is designed to provide businesses with significant recognition for their contribution and provide various opportunities to fit the needs of your business.

Please review the **Sponsorship Fact Sheet** and the **Community Event Sponsorship Program** brochure to become more familiar with the opportunities available to you. This program provides access to a variety of markets such as large varied audiences at City Wide Special Events such as the Fourth of July Spectacular or Concerts in the Park as well as large target audience programs such as Adult Sports or the Senior Health Faire. To best accommodate your business's budget, **sponsorship levels range from \$250.00 to \$5,000**. Additionally, the department's quarterly recreational brochure, The Guide, as well as our department e-newsletter and Facebook page extends your **reach to over 23,000 resident households and almost a million patrons** involved within our programs and facilities. It is an opportunity to connect directly through a variety of media outlets to your community at a great value.

After you have had some time to review the information, staff will be contacting you to discuss our program further and answer any questions you may have. If you would like additional information about this program prior to receiving your follow-up phone call, please contact the Parks and Recreation Department at (714) 961-7160 or email us at YLParksandRec@yorba-linda.org. We hope that you find the Community Event Sponsorship Program to be a tremendous opportunity for your business and will choose to support the City of Yorba Linda's Parks and Recreation programs.

Sincerely,

CITY OF YORBA LINDA

Jeff Ruth
Recreation Superintendent
714-961-7160
jruth@yorba-linda.org



SPONSORSHIP OPPORTUNITIES FACT SHEET

Outlined below are a number of the Department's most popular events developed into custom event sponsorship packages. For a full listing of opportunities to invest in your community, please view the **Community Event Sponsorship Program** brochure or contact us to assist you in customizing your sponsorship.

\$5,000 SPONSORSHIP PACKAGE- All 3 Events

JULY 4TH FIREWORKS SPECTACULAR- July 4th, 2016

The City's annual event is hosted on July 4th to celebrate our Nation's independence. The program schedule includes music, a kid's fun zone, food and game booths, entertaining stage activities, a social media booth, and culminates with a spectacular live firework display.

Estimated attendance: Over 10,000

SUMMER CONCERT IN THE PARK SERIES- Sundays, July 17th - August 14th 2016

Considered as one of the highlights of the summer in Yorba Linda, the five week concert series host various genres of bands performing to over 1,500 people in attendance at the newly renovated Hurless Barton Park Amphitheater.

Estimated attendance: Over 8,000

EGG-CITEMENT HUNT- Saturday, April 15th, 2017

Families are excited every spring to enjoy the opportunity to hunt for eggs and pose for photos with the bunny. Activities throughout this event include face painting, carnival games, arts & crafts, bounce house obstacle course, and a petting zoo.

Estimated attendance: Over 1,500

\$1,000 SPONSORSHIP PACKAGE- Select any two (2)

SENIOR CITIZENS HEALTH AND WELLNESS EXPO - Saturday, October 22nd, 2016

Older adults and their family members attend this annual event designed to provide them with health and wellness information as well as showcase local services. Event highlights include free health screenings, senior fitness and healthy cooking demonstrations, and over fifty (50) exhibitors.

Estimated attendance: Over 1,500

KIDS COMMUNITY SWAP MEET- Saturdays, May 6th 2017 & September 17th 2016

Families clean out some clutter, teach a child about money; all while spending time together. The City provides the location, tables and chairs as well as the publicity. Youth ages 5-14 sell their gently used toys, books, video games, clothing and sports equipment. Shoppers throughout Orange County are attracted to this one-of-a-kind event.

Estimated attendance: Over 800

ADULT SPORTS – Softball, Basketball, Soccer – Quarterly

We got game! No matter what the sport, we have a team. Participants exercise, socialize, team build as well as engage in some recreational fun. Men's, women's and coed leagues are available throughout the year.

Estimated attendance: Over 800

ADVENTURE PLAYGROUND – Weekdays, June 27th - August 5th 2016

Entering its 33rd year, this extremely popular and unique summer adventure is an opportunity for campers to hammer, saw and paint, creatively build forts, as well as play and treasure hunt, all while learning new skills, developing teamwork and building self-confidence.

Estimated attendance: 450