

CITY OF YORBA LINDA

4845 CASA LOMA AVENUE
YORBA LINDA, CALIFORNIA 92886

(714) 961-7160
FAX (714) 572-3762

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.

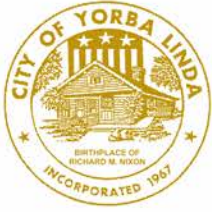
Please review the **Sponsorship Fact Sheet** and the **Community Event Sponsorship Program** brochure to become more familiar with the opportunities available to you. This program provides access to a variety of markets such as large varied audiences at City Wide Special Events such as the Fourth of 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
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SPONSORSHIP OPPORTUNITIES FACT SHEET

There is no limit to the ways you can contribute as a sponsor. Outlined below are a variety of the Department's most popular events along with a list of the benefits offered. Contact the Parks and Recreation Department to create a custom sponsor package to suit your business.

JULY 4TH FIREWORKS SPECTACULAR

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

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

Estimated attendance: Over 7,000

MOVIES IN THE PARK SERIES

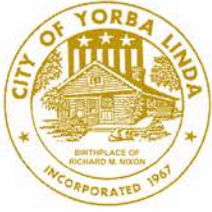
With a newly purchased 20' inflatable screen, movies in the park are literally on the big screen. Offered four to six times throughout the year showings range from classic family movies to recent blockbuster hits. Families enjoying gathering at the park with lounge chairs, blankets, and snacks to enjoy a beautiful evening showing.

Estimated attendance: 2,000

EGG-CITEMENT HUNT

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 2,500



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SENIOR CITIZENS HEALTH AND WELLNESS EXPO

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, flu shots, senior fitness and healthy cooking demonstrations, and over fifty (50) exhibitors.

Estimated attendance: Over 2,400

SENIOR TRANSPORTATION PROGRAM

Referred to as the T.R.A.I.L.S. program (Taking Retired Adults into Local Services), T.R.A.I.L.S. provides transportation services throughout Yorba Linda to residents 60 years and older between the hours of 8:00am-4:00pm, Tuesday through Friday.

Estimated attendance: 4,000

KIDS COMMUNITY SWAP MEET

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

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 covering the sports of basketball, softball, and soccer are available throughout the year.

Estimated attendance: Over 3,200

SPRING/SUMMER SWIM LESSONS

Throughout the spring and summer, the City of Yorba Linda provides a variety of swim lessons at two different pool locations. Serving over 1,400 students, swim lessons teach children a vital life skill by become comfortable in the water, water safety skills and techniques from skilled Red Cross certified swim instructors.

Estimated attendance: 1,400++



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SUMMER YOUTH PROGRAMMING

Summer time is a blast, especially for children attending this series of fun, social, and interactive summer programming. Activities include: Water Wednesdays, Kids Day In, and various sports activities.

Estimated attendance: 400

ADVENTURE PLAYGROUND

For over three decades, the City of Yorba Linda has provided this exciting and unique summer camp experience for the local youth. Yorba Linda's Adventure Playground has challenged kids, fueled creative play, invited them to get their hands dirty, transformed their worlds, and brought imagination to life. In this program, kids slip and slide in a mud pit, build a fort, fight a pirate, chase a band of wild outlaws, or search for mystical treasure... this is not your ordinary playground!

Estimated attendance: 600

PRESCHOOL YOUTH SPORTS PROGRAMMING

Participation in preschool youth sport programs is a great way for children to develop their teamwork and coordinating skills! The City of Yorba Linda's Mini Sports for Mighty Tykes program provides children ages 3 to 5 years old with a basic introduction to sports, including soccer, tee ball, track and field.

Estimated attendance: 400

FAMILY FUN SPECIAL EVENTS

Each quarter, the City of Yorba Linda organizes a variety of special events that the whole family can enjoy! These include: Breakfast with Santa, Mother and Daughter Tea, Daddy/Daughter Dance, Father and Son Fishing Derby, Flashlight Egg Hunt and Kids Night Out.

Estimated attendance: 1,500++

SENIOR CITIZENS LUNCH PROGRAM

Local senior citizens have the opportunity to enjoy delicious lunch with their friends at the daily Senior Lunch Program at the Yorba Linda Community Center. Special luncheons throughout the year are also offered which include birthday celebrations and entertainment. Lunch is served Monday thru Friday and the program receives approximately 50 guests every day.

Estimated attendance: 10,000++



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SENIOR CITIZENS SPECIAL EVENTS (DANCES, ENCORE, TEA & FASHION SHOW)

Local senior citizens are welcome to attend our various programs and events at the Yorba Linda Community Center! Special events include: Sunday dances every other month with live entertainment, Encore! An Evening Social event for Baby Boomers and beyond, and our annual afternoon Tea and Fashion Show!

Estimated attendance: 1,000

YOUTH VOLUNTEER PROGRAMS (TEEN ACTION COMMITTEE, VOLUNTEENS)

The City of Yorba Linda is proud to offer opportunities to the local youth to get involved and make a difference in their community through the Teen Action Committee (T.A.C.) and the Volunteer Program. Members of these programs are between the ages of 12 and 17 and assist with the execution of city special events as well as work with non-profit organizations and charities to give back to the public.

Estimated attendance: 5,000++

SPONSORSHIP MAY INCLUDE THE FOLLOWING BENEFITS

- ❖ Sponsor name/logo on all promotional material for each supported event.
- ❖ Announcement of sponsor name throughout each event supported.
- ❖ Sponsor booth at each event supported.
- ❖ One minute video/sound clip played 4 times throughout event.
- ❖ Access to the July 4th Firework Spectacular VIP seating area (includes food and beverages) and three complimentary parking passes.
- ❖ Custom banners with sponsor name and logo.
- ❖ Sponsor name, logo, and link to website on the City of Yorba Linda website.
- ❖ Sponsor name and logo included in the sponsor section of the quarterly Parks and Recreation Activity Guide which is distributed to approximately 23,000 households.
- ❖ Inclusion in the Departments monthly electronic newsletter to over 12,000 unique email subscribers.
- ❖ Recognition on each of the Department's social media platforms.
- ❖ Free Round of Golf at Black Gold Golf Club including lunch or dinner (foursome).
- ❖ Business name on program participant t-shirts.
- ❖ Additional sponsor benefits are available based on sponsorship support.