



GRIFFITH PARK RUN

1/2 MARATHON & 5K

Supporting LA City Parks

Back on the Roads



January 25, 2015

The Ultimate Goodwill



About the Los Angeles Parks Foundation:

Parks are an essential component of what constitutes a great city. Established as a California not-for-profit for the purposes of supporting the objectives of the City of Los Angeles Recreation and Parks Department, the Los Angeles Parks Foundation's mission is to enhance, expand, preserve and promote recreation and parks for the people of Los Angeles.

The Foundation provides support that the City of Los Angeles is unable to offer by raising funds to improve park facilities, enhance park environments, preserve and restore historic elements in our city parks, support sustainability projects and purchase property for future parkland.

With over 435 parks we support system-wide projects and programs that benefit a single park or meet a specific need, within the following areas of focus:

- *Environmental Investments:* including water conservation, recycling, solar power
- *Community Landscape:* park beautification, shade, benches, statue restorations
- *Recreational Capital:* pool remodels, new and improved parks, turf soccer fields, court resurfacing
- *Healthier Citizens:* creating park walking paths, solar lighting, universal playgrounds

The City of Los Angeles Department of Recreation and Parks' sponsorship collaborations allow a business to be associated with the positive healthy lifestyle benefits of citywide events and programs.



The LA Dept of Recreation & Parks

- The Department of Recreation and Parks (RAP) was part of the city from its original charter in 1889. In 1904, Los Angeles established the first municipal Playground and Recreation Department in the United States and its first playground was opened within a year. Recreation and Parks were combined in 1947
- RAP maintains and operates more than 435 sites for recreational use, including parks, swimming pools, thirteen public golf courses, recreation centers, museums, youth camps, tennis courts, sports programs and programs for senior citizens
- RAP is the most comprehensive social service agency in the City, operating 184 recreation centers, 61 swimming pools, 31 senior centers, 11 lakes, 7 camps, more than a dozen museums and historic sites, and hundreds of programs for youth, seniors, physically disabled and volunteers
- In addition to extremely broad and extensive sports programs for children and youth, RAP sponsors a municipal sports program for adults which includes baseball, softball, tennis, soccer and basketball. Canoeing, sailing and swimming instruction also are available through the Aquatics Division
- The Department administers more than 15,700 acres of parkland, including 4,282 acres in Griffith Park, one of the largest municipal parks within the boundaries of an American city. Among the park's attraction are the Griffith Observatory with its Planetarium, the Los Angeles Zoo, Greek Theater, hiking and bridle trails, youth camps, tennis courts and a nearby swimming pool

An Historic Location



A Chance to Support the Park...

- Proceeds from the race will support not only Griffith Park, but all of the City of Los Angeles's more than 435 parks
- Your partnership will show your commitment to green space in Los Angeles, reaching Angelenos far beyond those running, via
 - Print advertising
 - Online advertising and direct email to 8,000+
 - Direct distribution of 20,000 “save the date” cards promulgated throughout area stores, running clubs, libraries, and recreation centers, and mailed to locally-based runner
 - Radio promotion in the second largest media market in the country
 - Local news coverage (television, print and radio)
- 1,000+ runners will connect with your brand and connect your brand to the Park

...All the parks!



Entitlement

- Integration into Event Name and Logo and all related mentions
- Prominent Logo Placement:
 - Start & Finish Banners
 - Event Stage / Podium Draping
 - Mile Marker, Water Station, and other race signage (more than two dozen)
 - Race Bibs
 - Event T-Shirts (for runners and staff/volunteers)
 - “Save the Date” cards (option to include promo on cards)
 - Entry Forms
 - Webpage and online registration
 - In all advertising and PSA materials
 - Trophies / Awards
 - Course Vehicles
 - Finish Line Photos provided to all runners
- Radio and TV exposure
- Integration into Media Relations
- Materials placed in Race Registration Packets
- Hosting of on site “Packet Pick Up,” “Late Registration,” and other Event Day Logistical Elements
- PA Acknowledgements / Presentation of Race Day Entertainment
- Opportunity to distribute a branded customized promo item to all runners, staff, volunteers and/or company’s product gifting on Podium
- Double-sized, Primary-position Expo Booth (includes tables and chairs)
- Option to host Pre-Race Day Packet Pick Up
- Customizable promotional activities pre-race day, on race day, or incorporated into post-race follow up
- *Annual Fee: \$30,000*

Additional Partner Levels

2015 RACE PARTNER BENEFITS	Presenting	Official
Banners on stage	√	
Banners / Logo in staging area	√	√
Logo on T-Shirt	√	√
Exposure on Entry Forms	√	√
Materials placed in Race Registration Packets	√	√
PA Acknowledgements (minimum)	2x	1x
Logo Exposure in advertising and promotional materials	√	
Expo Booth (includes table and chairs in staging area)	√	√
<i>Fee</i>	\$5,000	\$1,000

Individual EXPO Exhibitor Booths, no additional exposure: \$200; \$100 additional to rent canopy, if needed, booths include table and chairs

Contributors: Product Donations For Participants and Staff/Volunteers Accepted, no additional exposure

You: Here



Cross the line with us!

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