



# 2024 SPONSORSHIP PACKET

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## Parks, Recreation and Community Services Department

Park and Recreation Commission  
October 21, 2024

# SPONSORSHIP PACKET BACKGROUND

- Sponsorships can be secured via department or Riverside Community Services Foundation (RCSF)
- Campaigns: Gala, Fund-A-Friend, & Islander Pool Revitalization
- Sponsorships received: \$4 k - Backpack Giveaway & \$1k -The Story We Tell Photo Competition



# DISTRIBUTION OF FUNDS

- Sponsorships go to support
  - Youth Scholarships
  - Special Events
  - Services for our most vulnerable communities that include seniors, youth, and teens

Total Donations in monetary and in-kind gifts	Grants
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\$87,200	\$123,170
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Athens, A squared consulting, & Bourns Foundation, IEHP, Verve Community Church, Stater Bros, Preston and Simons Mortuary, Resilience Wellness Companions, Arlington Business Sponsorship, Alpha Care, Image One Cameras.

LA84 Foundation, Kaiser Permanente, Riverside Police Foundation, and Red Cross

**\$210,370**





# ONGOING CAMPAIGNS

- Bourns Family Youth Innovation Center - \$1.2 million Endowment Fund
- Gala 2025: Theme “S.T.E.A.M. Punk”
- Sponsorship tiers:
  - Master Inventor \$20,000
  - Visionary Alchemist \$15,000
  - Inventor Patron \$10,000
  - Gadgeteer Sponsor \$5,000
  - Steam Engineer \$2,000
  - Cogwheel Innovator \$1,000





# WHY SPONSOR

- High school athletes are 6% more likely to graduate from a four-year college (Women's Sports Foundation, 2018).
- 10% lower obesity rates are found in physically active children (The Aspen Institute Project Play).
- Increased parks and recreation spending is associated with decreased mortality. (Mueller, Park, Mowen)



# STRATEGIC PLAN ALIGNMENT

## Strategic Priority No. 1 – *Arts, Culture and Recreation*

- **Goal 1.1** Strengthen Riverside's portfolio of arts, culture, recreation, senior and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities and fund development. Many partners interested in sponsorship are organizations interested in the furtherment of community well-being, further outreaching to the community on services available.

## Strategic Priority No. 5 – *High Performing Government*

- **Goal 5.4** Achieve and maintain financial health by addressing gaps in revenues and expenditures and aligning resources with strategic priorities to yield the greatest impact. PRCSD will ensure our community centers are community centered remaining people centric and addressing the disparities within our community.



Community Trust



Fiscal Responsibility



Sustainability &  
Resiliency



Equity



Innovation

