



CITY OF  
RIVERSIDE

PARKS, RECREATION AND  
COMMUNITY SERVICES

BUILDING COMMUNITIES AND ENRICHING LIVES ONE PARK AT A TIME

2023 - 2024  
SPONSORSHIP P





# City of Riverside

Parks Recreation and Community  
Services Department (PRCSD)

## Social Media Information

### Contact Us:

[parks@riversideca.gov](mailto:parks@riversideca.gov)  
951.826.2000



[Instagram.com/RivParks](https://www.instagram.com/RivParks)



[Facebook.com/RivParks](https://www.facebook.com/RivParks)



[RivParks PRCSD](#)



[#iLoveRiversideParks](#)  
[#PlayRiversideSports](#)  
[#iLoveRiversideAqua](#)  
[#ProjectBridgeOut](#)  
[#Rec2Go](#)







parks, recreation & community services department  
**activity guide**



**Invest in your  
community  
by becoming an  
event sponsor!  
Sponsorship  
opportunities  
starting at just \$500.**



# FIND US



**Instagram.com/Rivparks**

**Impressions:**

**117,100+**

**Followers:**

**10,000+**

**Reach:**

**17,600+**

**Followers:**

**11,600+**

**Facebook.com/RivParks**



**PRCSD Rec Connect Newsletter**

**39,000+**

**Subscribers**

**118,000+**

**Subscribers**

**Activity Guide**





# Spring Eggstravaganza

## Eggstravagant Sponsor \$10,000

*(Exclusive Sponsorship Opportunity)*

### Lower tier level benefits included!

- Company logo on event street banner that rotates through Riverside's busiest intersections - Magnolia/Central & Van burren/Arlington
- Main Stage named after Eggstravaganza sponsor
- Ten (10) complimentary Fun Zone wristbands
- 1/2 page ad in Activity Guide for Spring Season
- Company Highlight in Newsletter for Spring Issues (Jan. - Apr.)

## Spring Time Sponsor \$5,000

### Lower tier level benefits included!

- Company logo in PRCSD Activity Guide
- Eight (8) complimentary Fun Zone wristbands
- Company logo on Thank You Banner
- PA announcements
- Event site banner
- Logo on digital billboard located at University & Douglass Avenues
- Company logo on website promotions

## Egg Hunter \$1,500

### Lower tier level benefits included!

- On-site selling/promotional opportunities at Vendor Fair
- Company mention on digital billboard located at University & Douglass Avenues

## Community Partner \$500

- Company logo/name included in social media posts including PRCSD & City of Riverside Facebook pages, PRCSD & City of Riverside website and digital media outlets including Twitter and Instagram
- Four (4) complimentary Fun Zone wristbands
- Company flyers at information booth

**SPRING**  
EGGSTRAVAGANZA







# 4th of July Spectacular

## Presidential Sponsor \$100,000

*(Exclusive Sponsorship Opportunity)*

### Lower tier level benefits included!

- 30 x 30 premier viewing space at 1 prime location
- Company logo on street banners
- Company mentioned on PSAs and TV promotions
- PA announcements
- Company logo on event signage
- Full page ad in PRCSD Activity Guide - 3 publications
- Company highlight in newsletter - annual

## Shell Blaster \$50,000

### Lower tier level benefits included!

- Company logo in PRCSD Activity Guide event flyer
- Company logo on Thank You Banner
- Logo on digital billboard located at University & Douglass Avenues
- 1/2 page ad in PRCSD Activity Guide - 3 publications
- Company highlight in newsletter

## Firecracker 10,000

### Lower tier level benefits included!

- Company logo/name included in social media posts including PRCSD & City of Riverside Facebook pages, PRCSD & City of Riverside website and digital media outlets including Twitter and Instagram
- Company logo on website promotions
- 1/4 page ad in PRCSD Activity Guide - 2 publications

## Sparkler \$1,000

- Event site banner
- Event Facebook page mention and agency webpage link







## Blockbuster \$5,000

### Lower tier level benefits included!

- Company logo on event flyer
- Company logo on event signage
- Opportunity to premier commercial on screen
- 1/2 page ad in Activity Guide - Summer Season
- Company highlight in PRCSD Newsletter - 4 issues

## Premiere \$3,000

### Lower tier level benefits included!

- Company logo in PRCSD Activity Guide
- On-site selling/promotional opportunities at Vendor Fair
- Logo on digital billboard located at University & Douglass Avenues
- Company logo on website promotions
- Company highlight in PRCSD Newsletter - Summer

# Movies in the Park

## Community Partner \$1,500

### Lower tier level benefits included!

- Company logo/name included in social media posts including PRCSD & City of Riverside Facebook pages, PRCSD & City of Riverside website and digital media outlets including Twitter and Instagram.
- Company logo on Thank You Banner

## Product Sponsorship \$500

- On-site promotional opportunities at Vendor Fair
- Event site banner
- Event Facebook page mention and agency webpage link

Riverside Presents

Movies in  
the Park

Budget Friendly opportunities  
also available





# Concerts In the Park

## Music Legend \$25,000

### Lower tier level benefits included!

- Event title sponsorship
- Naming rights for event components (i.e. Children's Fun Zone)
- Company logo on flyers
- Company mention on all internet promotions
- Company mention in radio and TV promotions
- Company logo on promo banners
- Ten (10) event promotional t-shirts
- Twenty (20) complimentary fun zone season pass wristbands
- On-site selling/promotional opportunities at venue
- Event site banner
- Company speaker at event
- 1/4 page ad in Activity Guide - Summer Season
- Company highlight in PRCSD Newsletter

## Rock Star \$10,000

### Lower tier level benefits included!

- Five (5) event promotional t-shirts
- Six (6) complimentary fun zone season pass wristbands
- On-site selling opportunity at Vendor Fair
- Company highlight in PRCSD Newsletter

## Top 40 Artist \$5,500

### Lower tier level benefits included!

- Company logo/name included in social media posts including PRCSD & City of Riverside Facebook pages, PRCSD & City of Riverside website and digital media outlets including Twitter and Instagram.
- Company highlight in PRCSD Newsletter

## Rock n' Roller \$2,500

### Lower tier level benefits included!

- Company logo on flyers
- Two (2) complimentary fun zone season pass wristbands
- On-site promotional opportunities at Vendor Fair

## Groupie \$1,000

- Event Facebook page mention and agency webpage link
- PA announcements
- Sponsor recognition and plaque







# Snow Day

## Dream Maker \$15,000

### Lower tier level benefits included!

- Event title sponsorship
- Snow Sled Area sponsor (70 + tons of snow)
- Company Logo on all print publications
- Company logo on event street banner that rotates through Riverside's busiest intersections: Magnolia/Central & Van Buren/Arlington
- Main Stage named after sponsor
- Company logo/name included in social media posts including PRCSD & City of Riverside Facebook pages, PRCSD website and digital media outlets including Twitter and Instagram
- Ten (10) complimentary Fun Zone Wristbands
- 1/4 page ad in Activity Guide - Fall Season
- Company highlight in PRCSD Newsletter
- Company mentioned on PSAs and TV promotions

## Wish Granter \$5,000

### Lower tier level benefits included!

- Company logo on electronic billboards on major freeways: CA-60, CA-91, I-215
- Company logo on event signage
- Eight (8) complimentary Fun Zone Wristbands
- On-site selling/promotional opportunities at Vendor Fair
- Company highlight in PRCSD Newsletter - 2 Issues: Dec. - Jan.

## Gift Giver \$3,000

### Lower tier level benefits included!

- Company logo/name included in social media posts including PRCSD & City of Riverside Facebook pages, PRCSD website and digital media outlets including Twitter and Instagram
- Six (6) complimentary Fun Zone Wristbands
- Company logo on Thank You Banner
- PA announcements from stage

## Holiday Season Supporter \$1,750

### Lower tier level benefits included!

- Company logo on website promotions
- Company Highlight in Explore Riverside/PRCSD Activity Guide (circulation exceeds 100,000)
- Company mentioned on PSAs and TV promotions
- Company logo on event signage

## Winter Season Partner \$500

- Information booth space (10' x 10') at event
- Two (2) complimentary Fun Zone Wristbands
- Event site banner





# activity guide



## Activity Guide

PRCSD Activity Guide mailed to Riverside households reach 118k+

Guides at every community center, library and City Hall reach 100k+

Online Guide at RivReg.org, REC Connect Newsletter and other social media platforms reach 100k+

10x10 booth space at large special events (event appearances depend on sponsorship amount) reach 20k+

### Sponsorship tiers per activity guide season (summer, fall, spring)

**Two Full Page Ad** \$20,000

**Half Page Ad** \$5,000

**Full Page Ad** \$10,000

**1/4 Page Ad** \$2,500







### **Sponsorship Information:**

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

Company Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

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

Sponsorship Level: \_\_\_\_\_

Amount Sponsored: \_\_\_\_\_

#### **Make Checks Payable To:**

Riverside Community Services Foundation

#### **Credit Card Payment:**

RiversideCommunityServicesFoundation.org

1. Donate to Corporate Campaign
2. Designate specific event in notes at checkout.

(Processing fee not included in sponsorship amount)

#### **Checks may be mailed to:**

City of Riverside PRCSD  
Attn: Jessica Ochoa  
6927 Magnolia Avenue , 2<sup>nd</sup> Floor  
Riverside, CA 92506

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

Please complete the attached Sponsorship Information Form and return to:

By E-mail:

[JOchoa@RiversideCA.gov](mailto:JOchoa@RiversideCA.gov)

By Phone:

951.826.2041

By Fax:

951-826-2005

By Mail:

City of Riverside PRCSD  
Attn: Jessica Ochoa  
6927 Magnolia Avenue , 2<sup>nd</sup> Floor  
Riverside, CA 92506

