



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

951.826.2000



Instagram.com/RivParks



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](https://www.instagram.com/Rivparks)

Impressions:

117,100+

Followers:

10,000+

Reach:
17,600+
Followers:
11,600+

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



PRCSD Rec Connect Newsletter

39,000+

118,000+
Subscribers

Activity Guide

Subscribers



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 Buren/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, 2nd Floor
Riverside, CA 92506

Signature: _____ Date: _____

Please complete the attached Sponsorship Information Form and return to:

By E-mail:

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, 2nd Floor
Riverside, CA 92506

