



2020 EVENT SPONSORSHIP PACKAGES



4600 Crestmore Road
Jurupa Valley, CA 92509
951-955-6545 www.rivcoparks.org
Laguilera@rivco.org



EVENT GUIDE

Introduction	3
Promotional and Marketing Plan	4
RivCoParks Events At a Glance	5
Regional Sponsorship Packages	6
Healthy Living Extravaganza Information & Sponsorship Packages	7-9
Sponsorship Commitment Form	10

**Parks
Make
Life
Better!®**

.....

Looking for ways to get involved with your community?

RivCoParks has sponsorship and marketing opportunities for your business

How you can help: By sponsoring a RivCoParks event or becoming a Regional Sponsor, you help RivCoParks fulfill our Vision of being the regional leader in improving lives through people, parks, places, and programs. Our events are provided FREE of charge to the public and are developed to promote health and wellness, engage youth and families in outdoor activities, and promote stewardship of our park and open-space lands throughout Riverside County.

Your Sponsorship... helps develop programs and activities that promote health & wellness in our communities.

100% of sponsorship dollars go directly to our 2020 events, bringing information, activities, and education to our communities.

Your Sponsorship... puts your organization front and center.

Our 2020 lineup of events are expected to attract more than 5000 guests and participants who live and work in our communities. Being a supporter to RivCoParks events strategically showcases your support for the community and provides an excellent opportunity to share the value of your product offerings and services.

Your Sponsorship... helps you gain new clients, new guests, and new business.

Not only are the attendees of the event potential clients and guests, so are your fellow sponsors and vendors! Being featured at the event will help bring awareness of your brand to the event participants and in turn gain you potential new clients, guests and business.

Donations and Sponsorships will be accepted through the Riverside County Parks (RivCoParks) Foundation which is a non-profit 501(c)3.

Donations and Sponsorships are tax-deductible gifts that will be used to support programs and services on behalf of RivCoParks. You can find out more information about the RivCoParks Foundation and other ways you can help at www.rivcoparksfoundation.org.

PROMOTIONAL AND MARKETING PLAN



125,000
Event Flyers

Printed in full color and distributed to local businesses, parks, schools and at special events.



350 Event Posters & Banners

Printed in full color and distributed to local businesses, parks, schools and at special events.



Websites & Activity Guides
reaching over

175,000

Riverside County Residents

Social Media Integration
using **Facebook & Twitter**
with a reach of

50,000



Event Website Outreach



City & County Emails
reaching over

120,000

Staff and Community members



Event Flyers
distributed over

100,000

students in the
local school districts

RIVCOPARKS EVENTS AT A GLANCE



REGIONAL SPONSORSHIP PACKAGES

Our Regional Sponsors are committed to helping RivCoParks fulfill our Vision of being the regional leader in improving lives through people, parks, places, and programs. The support from these sponsorships supports all six of 2020's scheduled community events that are offered FREE to the public.

Outdoor Enthusiast \$2,500

- Logo on all printed marketing material (Flyers, Posters)
- Recognition on RivCoParks websites (HLE, Santa Ana River Trail, Fishing Clinics)
- Recognition in all email event promotions
- Option to have booth space at each event
- Letter of recognition for support
- Logo and recognition on event sign and banners
- Recognition in social media campaign (Link to your website and social media accounts)
- Company Banner – Provided by company and placed in high visibility areas
- Event Program – Presence on program ensures visitation by every guest
- Day of events recognition- announcements during event program
- Post - event recognition
- RivCoParks sponsor package including: 3 nights of camping and 6 RivCoParks day use packages
- RivCoParks swag bag

Off The Grid Survivalist \$5,000

- Logo on all printed marketing material (Flyers, Posters)
- Recognition on RivCoParks website (HLE, Santa Ana River Trail, Fishing Clinics)
- Recognition in all email event promotions
- Option to have booth space at each event
- Letter of recognition for support
- Logo and recognition on event sign and banners
- Recognition in social media campaigns (Link to your website and social media accounts)
- Includes press release recognition
- Company Banner – Provided by company and placed in high visibility areas
- Event Program – Presence on program ensures visitation by every guest
- Day of events recognition - announcements during event program
- Post - event recognition
- Sponsor Area – Ability to choose a picnic area to host a company picnic. Includes entry fees up to 200 guests (value @ \$1,500)
- RivCoParks sponsor package including: 8 nights of camping and 12 RivCoParks day use passes
- RivCoParks swag bag

APRIL 18, 2020 RANCHO JURUPA PARK

This event is proudly brought to you by the Riverside County Regional Park and Open-Space District in partnership with Riverside County Parks Foundation, Healthy Jurupa Valley, the City of Jurupa Valley, Jurupa Area Recreation and Park District, Jurupa Unified School District, Reach Out, the City of Riverside, Riverside Community Services Foundation, Riverside County Health Coalition, and the Riverside University Health System-Public Health.

The 6th Annual Healthy Living Extravaganza (HLE) will be taking place on Saturday, April 18th 2020 at Ranch Jurupa Regional Park located at 4800 Crestmore Rd. in Jurupa Valley, California.

The 2020 HLE will provide a family friendly event where participants can obtain information and resources related to living a healthy lifestyle. Through the support of partners, donors, sponsors, staff, and volunteers, HLE will provide an opportunity for the public to expand their knowledge of health and wellness programs, services, and opportunities in their local communities while participating in an interactive and exciting day of activities. Resources are brought to one central location where Riverside County residents are able to gain invaluable information on how to live a healthier and more active life.

The 2020 HLE will also include a kid's fun zone, crafts and activities, a petting zoo, free health screenings, nutrition and meal planning, opportunity drawings, program and class demonstrations, food vendors, entertainment, and much more!

Support for 2020 HLE Tour is welcomed in monetary and/or product donations.



What We Need

Opportunity drawing items that

- Promote Your Business
- Promote Health and Wellness
- Promotes Outdoor and Family Activities
- Other outdoor equipment / gear

Booth Support

- Crafts and Games for Kids
- Health Screenings
- Nutrition and Meal Planning
- Fitness and Meal Prep Demonstration

Event Supplies

- Snacks and Drinks
- Crafts and Supplies

HEALTHY LIVING EXTRAVAGANZA SPONSORSHIP PACKAGES

Community Runner \$250

- Logo on all printed marketing material (Flyers, Posters).
- Recognition on RivCoParks website
- Recognition in all email event promotions
- Option to have booth space at HLE event
- Letter of recognition for support
- RivCoParks Package Includes:
 - RivCoParks swag
 - 4 RivCoParks Day use passes

Weekend Warrior \$500

- Logo on all printed marketing material (Flyers, Posters).
- Recognition on RivCoParks website
- Recognition in all email HLE event promotions
- Option to have booth space at HLE event
- Letter of recognition for support
- Logo and recognition on event sign and banners
- Recognition in social media campaign (Link to your website and social media accounts)
- RivCoParks Package Includes:
 - RivCoParks swag
 - 4 RivCoParks Day use passes
 - 2 nights of camping

Health Nut \$2,000

- Logo on all printed marketing material (Flyers, Posters).
- Recognition on RivCoParks websites (Fishing Clinics, Santa Ana River Trail)
- Recognition in all email event promotions
- Option to have booth space at HLE event
- Letter of recognition for support
- Logo and recognition on event sign and banners
- Recognition in social media campaign (Link to your website and social media accounts)
- Includes press release recognition
- RivCoParks Package Includes:
 - RivCoParks swag
 - 4 nights of camping
 - 8 RivCoParks Day use passes

HLE Sponsorship Additional Information

Donations to support the Healthy Living Extravaganza are tax deductible!

Application Deadlines: The deadline for your Sponsorship Commitment is March 25, 2020. To complete your sponsorship contract, you must sign the terms and conditions and return your sponsorship registration and payment to the address listed below.

Early-bird Sponsorship Contracts: If you submit a contract before February 25, 2020, you will receive 2 nights of complementary camping.

Terms of Cancellation: There will be no refunds issued after point of sale, and the full balance of the sponsorship invoice must be paid on or before April 10, 2020. All early bird contracts must pay their full sponsorship on or before March 4, 2020 and remaining balance on or before April 10, 2020. Any unpaid balance will be due at the time of cancellation.

Instructions for Logo Submission: Submit your company logo in high resolution JPG and Vector format. The logo will be used for print and website purposes. Please submit your company logo to laquilera@rivco.org by March 1, 2020.

Disclaimer: The Healthy Living Extravaganza and its organizers are not responsible for information provided to us by sponsors. Please make sure all information provided to us is correct.

If applicable, complementary campgrounds will need to be reserved by sponsor representative prior to the event. They will be available on a first come, first serve basis. If your sponsorship level does not qualify for a complementary camping spot, you may still reserve a paid spot by calling 1(800)-234-7275.

Upon acceptance of your sponsorship application, you will receive a copy of your receipt via the mailing address provided along with other important sponsorship information.

For any questions not covered in this packet, please send all inquiries to:

Luisa Aguilera at (951)955-6545 or at laquilera@rivco.org

Please visit the event website at www.HealthyLivingExtravaganza.com

Please mail or e-mail the completed Sponsorship Commitment form by March 25, 2020 to:

Riverside County Parks Foundation

4600 Crestmore Road

Jurupa Valley, CA 92509

T: (951) 955-6545

laquilera@rivco.org

**Thank you for your interest in becoming a sponsor
for the 2020 Healthy Living Extravaganza!**



SPONSORSHIP COMMITMENT FORM

Yes! I want to support RivCoParks' mission of improving lives through people, parks, places, and programs:

Regional Sponsorship Packages (All six events)

- ☐ Outdoor Enthusiast Sponsorship \$2,500
- ☐ Off the Grid Survivalist Sponsorship \$5,000
- ☐ Supplies, Equipment, Product \$_____ (value)

HLE

- ☐ Community Runner \$250
- ☐ Weekend Warrior \$500
- ☐ Health Nut \$2,000
- ☐ Product / Supplies (Value) \$_____

SPONSOR INFO

Business / Organization: _____

Contact person: _____

Phone Number: _____

Email: _____

Address: _____

Payment Information:

- ☐ Please send me an invoice
- ☐ I have enclosed a check made payable to: RivCoParks
- ☐ Please charge my credit card (payment can be made in person or over the phone)

Please provide website, Facebook, Instagram, Twitter accounts and logo as PDF or Vector File.

By signing below, I acknowledge that I have read through this sponsorship packet and understand and will comply with the guidelines and additional information provided to me.

Authorized Signature

Date