

**Saving Lives - Our Future Lifeguards and Water Rescuers...**



**Open Water**



**Jr. Lifeguard Program**



# CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS



Los Angeles is the second largest city in the United States, encompassing 470 square miles and a population of over 3.8 million people. The City of Los Angeles Department of Recreation and Parks (RAP) is the city's most comprehensive social service agency, providing affordable recreational and cultural programs, and activities for the residents of Los Angeles.



# Partnership Division

Creating collaborative Partnerships  
to provide positive programming

**Our Vision:** To provide communities with the best recreational experiences and opportunities through the Department of Recreation and Parks facilities and programs.

**Our Mission:** To enhance and expand recreational programs and services through public and private collaborations.

**Our Goal:** To align ourselves with organizations with similar objectives that support the mutual needs of both RAP and sponsor.



# CITYWIDE AQUATICS

The Department of Recreation and Parks Aquatics Division offers families and community members many healthy, affordable and safe aquatic activities at their public pools, lakes, and beaches.

The Aquatics Division operates:

- 43 Seasonal Swimming Pools
- 16 Year-Round Pools
- 10 Lakes
- 2 Beaches
- 10 Splash Pads



# Aquatic Programs

- Community Water Safety
- *Junior Lifeguards (pool and open water)*
- Lifeguard Training and Recruitment
- Swim Lessons
- Water Exercise Classes
- Adaptive Swim Lessons
- Team Competitions:
  - **Spring Board Diving**
  - **Swimming**
  - **Synchronized Swimming**
  - **Water Polo**



# Water Safety is Everyone's Concern

Drowning is the second leading cause of unintentional injury or death for children ages 1 to 14 years, and the fifth leading cause for people of all ages.

## Main Causes of Drownings

- Location
- Lack of Barriers
- Lack of Close Supervision
- Failure to Wear Life Jackets
- Alcohol Use
- Seizure Disorders
- Lack of Swimming Ability





# Open Water

# Jr. Lifeguard Program

Geared for youth, ages 9 – 17, the Open Water Junior Lifeguard Program is an intensive summer aquatic program offered at two City Open Water locations: Hansen Dam and Cabrillo Beach.

## Real Program Results:

Youth receive instruction on Water Safety, Water Confidence, and improve their Swimming Ability to combat the growing rate of drownings each year. Plus youth gain the knowledge of self-rescue in an open water environment and the ability to recognize an emergency and seek help for others.



# Open Water JR. LIFEGUARD PROGRAM

## Benefits:

- Promote Physical Development
- Instruction in Water Rescue, Community CPR and 1<sup>st</sup> Aid
- Conditioning for Competitive activities - Battle of the Beach
- Development of Snorkeling, Kayaking, and Surfing Skills
- Appreciation and Respect for the Marine Environment
- Membership to United States Lifesaving Association (USLA)
- Potential Future Profession in Public Water Safety – Beach and Pool Lifeguards and Open Water Rescuers





# **Sponsor the Open Water Jr. Lifeguard Program**

**Your Sponsorship Dollars Can:**

**Provide Scholarships for Low Income Participants;  
Subsidize Participant Fees**

**Support Field Trips to Catalina, the Cabrillo Marine  
Aquarium, Marine Mammal Care Center, and the  
International Bird Rescue Center**

**Fund the USLA Membership Fees for Each Participant**

**Replenish Jr. Lifeguard Gear (Surf Boards, Kayaks,  
Rescue Buoys, Snorkeling Equipment, Peterson Tubes..)**

**Fund Program Apparel (T-Shirts, Shorts, Bathing Suits)**

**Help Save Lives**





# SPONSORSHIP Levels

<b>Title Sponsorship:</b>	<b>\$100,000 +</b>
<b>Saving Lives Level:</b>	<b>\$75,000</b>
<b>Jr. Lifeguard Level</b>	<b>\$35,000</b>
<b>Rescue Level:</b>	<b>\$15,000</b>
<b>Environment Level:</b>	<b>\$10,000</b>
<b>Open Water Level:</b>	<b>\$5,000</b>
<b>Transportation Level:</b>	<b>\$3,000</b>
<b>USLA Membership Level:</b>	<b>\$2,000</b>
<b>Scholarship Level:</b>	<b>\$1,000</b>





# SPONSORSHIP Benefits\*

*\*Benefits matched to funding level*

Collaborate with a world renowned leader in recreation

- Sponsor recognition within different mediums
- Public relation opportunities and community outreach
- Invitation to speak at events and ceremonies
- Opportunities to outreach to RAP employees
- Provide opportunities to RAP clientele
- On-site giveaways/coupon distribution

Promotional reach to our audience of 1.3 million households

- Logo featured on lifeguard stations at both locales
- Logo featured on RAP website; Open Water Aquatic brochures; program flyers
- Product and coupon distribution opportunities
- 10 x 10 Booth space at regional and/or citywide events
- Banners at each participating site during the event/program
- Use of open water locations for Sponsor events
- Many more beneficial opportunities that can be tailored to your business' needs





Your Logo Here

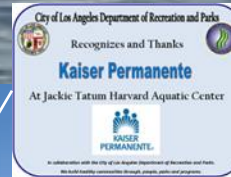


Program Brochure Recognition

# SPONSORSHIP

# Recognition Examples

Sign Recognition



11 Total Lifeguard Stations Annual visitors combined total over 1 million

Social Media Recognition



Recognition and Logo on RAP's Website and Hyperlink to your Company's website



# Contact Information

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