

# Outdoor Fitness Zones



Re-Creating Recreation for Los Angeles

# City of Los Angeles Department of Recreation and Parks

*Providing Recreational Opportunities for over 125 years*



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.



# RAP Assets and Resources Include:

184 Recreation Facilities

368 Playgrounds

256 Ball Fields

59 pools

13 Golf Courses

10 Lakes

26 Synthetic Field Locations

2 Residential Camps

38 Universal Access

Playgrounds

24 Skate Facilities

10 Splash Pads

100+ Basketball Courts

31 Senior Centers

321 Tennis Courts

80+ Indoor Gyms

17 Community Gardens

2 Beaches

12 Museums

10 Special Event Venues

(Weddings, Quinceaneras, etc.)

9 Off-Leash Dog Parks

200+ miles of Hiking Trails

Over 16,000 acres of Parkland

**And 58 Outdoor Fitness Zones** *(as of July 2014)*  
***and our goal of an additional 30 more by end of 2015)***



# What is an Outdoor Fitness Zone?

Outdoor Fitness Zones are easy-to-use outdoor gyms that bring a new set of healthy activities to the park experience.

Our Fitness Zones create a fun, accessible, and social environment where families and individuals can enjoy getting fit together.

## *Re-Creating Recreation for Los Angeles*

Outdoor Fitness Zones give people free access to top-quality exercise equipment, including ADA accessible equipment, suitable for all fitness levels.



# Adult Obesity in the United States

- More than one third of U.S. adults are obese.
- Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer, and some of the leading causes of preventable death.
- The estimated annual health care costs of obesity-related illness are a staggering \$190.2 billion or nearly 21% of annual medical spending in the United States.

***Outdoor Fitness Zones provide new opportunities for park patrons to be active and healthy***



# Help Us Build More!

RAP cannot keep up with the demand for more Outdoor Fitness Zones in our communities.

Support Healthy Lifestyles for an entire community by funding a complete Outdoor Fitness Zone





# Sponsorship Levels



**Fitness:**

**\$100,000+**



**Gold:**

**\$50,000 - \$99,999**



**Silver:**

**\$25,000 - \$49,999**





# Sponsorship Benefits\*

\*Benefits matched with funding level; Naming opportunities may also exist

## Collaborate with a world renowned leader in Recreation

- On-Site recognition with Sponsor's Logo
- Sponsor recognition within various 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 RAP website; center brochures; program flyers
- Product and coupon distribution opportunities at other RAP locations
- 10 x 10 Booth space at regional and/or citywide events
- Use of Fitness Zone(s) for Sponsor events
- Many more beneficial opportunities that can be tailored to your business' needs

# Fitness Zone Improvement Ideas



# Potential Sponsor Recognition Ideas



Your Logo Here

Amenity Recognition



Hand Sanitizer Station

Social Media Recognition



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

Sign Recognition\*



\*No call to action.





# Contact Information

## City of Los Angeles Department of Recreation and Parks

[www.laparks.org/partnerships](http://www.laparks.org/partnerships)

email: [rap.partnerships@lacity.org](mailto:rap.partnerships@lacity.org)

### Partnership Division

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*Thank you for your interest in support of our Outdoor Fitness Zones by helping Re-Create Recreation for Los Angeles!*

