Venice Beach Ice Rink

The City of Los Angeles Department of Recreation and Parks proudly announces its first-ever Holiday Ice Rink at Venice Beach!
One-of-a-Kind Opportunity

- An ice rink set against the world-famous backdrop of Southern California’s beautiful Venice Beach and the Pacific Ocean
- A year-round desired destination for travelers all over the world, Venice Beach is the 2nd largest tourist attraction in the region* – second only to Disneyland
- Holiday and summer weekends, Venice Beach receives 1+ million visitors

*According to a Los Angeles Times survey.
One-of-a-Kind Opportunity

- From November 25, 2014 – January 19, 2015, more than 8 million people will experience the spectacle of the Venice Beach Ice Rink at Windward Plaza
- Open daily for 8 weeks, we project 50,000 – 60,000 paid skaters
- Millions of Los Angeles radio listeners will hear about the rink through a partnership with local Clear Channel stations:
  - KBIG 104.3-FM - Hot AC (5.0 share*)
  - KIIS 102.7-FM - Top 40 (CHR) (4.6)
  - KOST 103.5-FM - Mainstream AC (4.2)
  - KHHT 92.3-FM - Hip-Hop and R&B (3.1)
  - KYSR 98.7-FM - Adult alternative (2.5)

*Per Nielsen, audio ratings share for July 2014; KBIG, KIIS, and KOST are #s 1, 3 and 5 in the market. Los Angeles is the #2 radio market in the US (after NY), with 11.2 million listeners (of which 4.8 million are hispanic)
Picture Your Brand Here!

Mock-up...your brand...on ice...on Venice Beach!
With the Ultimate in Goodwill

About the Los Angeles Parks Foundation:

Parks are an essential component of what constitutes a great city. Established as a California not-for-profit for the purposes of supporting the objectives of the City of Los Angeles Recreation and Parks Department, the Los Angeles Parks Foundation’s mission is to enhance, expand, preserve and promote recreation and parks for the people of Los Angeles.

The Foundation provides support that the City of Los Angeles is unable to offer by raising funds to improve park facilities, enhance park environments, preserve and restore historic elements in our city parks, support sustainability projects and purchase property for future parkland.

With over 427 parks we support system-wide projects and programs that benefit a single park or meet a specific need, within the following areas of focus:

• **Environmental Investments:** including water conservation, recycling, solar power
• **Community Landscape:** park beautification, shade, benches, statue restorations
• **Recreational Capital:** pool remodels, dog park upgrades, turf soccer fields, court resurfacing
• **Healthier Citizens:** creating park walking paths, solar lighting, universal playgrounds

*The City of Los Angeles Department of Recreation and Parks’ sponsorship collaborations allow a business to be associated with the positive healthy lifestyle benefits of citywide events and programs.*
Entitlement

• “Title Sponsor” in all promotional materials, media outreach, and sponsor listings
• Venice Ice Rink Naming Rights for Winter Season 2014
• Splash Page on Rec and Parks’ Website and link to your company’s website
• Additional Social Media recognition and link to your company’s website
• Logo or branded design embedded in the ice
• Ice Rink DJ Announcement of your Company’s Title Sponsorship 5x/day
• Your Company’s Logo on all flyers/brochures marketing event
• Sponsor Recognition and Logo on Rec and Parks’ Paper Receipts at all 184 recreation centers City-Wide
• Speaking opportunity at opening press conference
• Invitation to hold a 2-hour company event at the Ice Rink / private skate party
• (10) Double-sided Dasher Board Displays (30”x42”) located in prime ice rink locations
• Branding on ancillary temporary buildings - such as Skate Shop and Zamboni Shelter – and Directional Signs on City signposts
• Opportunity for recognition at other Venice Beach hotspots - Muscle Beach, Venice Beach Skate Park
• Inclusion in press releases and TV media to major outlets relating to Venice Ice Rink
• On Site Sampling/Giveaways/Coupon Distribution at pre-arranged times
• Off-Site Sampling/Giveaways/Coupon Distribution at an additional RAP Location also by arrangement
• 100 public skate tickets for you to give away
• Opportunity to “Host” a single day theme activity (e.g. “Dads & Daughters,” “Moms & Strollers,” etc.)
• Recognition at Rec and Parks’ Board Commissioners Meeting
• Email blast to all City employees regarding event Title Sponsorship
• Headline recognition in Rec and Park’s quarterly newsletter
• And many more beneficial opportunities that can be tailored to your Company’s needs!
• Fee: $100,000
## Additional Partner Levels

### 2014 HOLIDAY SEASON PARTNER BENEFITS

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-sided Dasher Boards (30” x 42”) located in prime ice rink locations</td>
<td>4</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Your Company’s Logo on City Website and link to your Company’s website</td>
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<td>✓</td>
<td>✓ (no link)</td>
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<tr>
<td>Social Media Recognition and link to your Company’s website</td>
<td>✓</td>
<td>✓</td>
<td>✓ (no link)</td>
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<tr>
<td>Ice Rink DJ Announcement of your Company’s Gold Level Sponsorship</td>
<td>3x/day</td>
<td>2x/day</td>
<td>1x/day</td>
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<td>Your Company’s Logo on all flyers/brochures marketing event</td>
<td>at Gold level</td>
<td>at Silver level</td>
<td>at Bronze level</td>
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<tr>
<td>Public skate tickets for you to give away</td>
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<td>25</td>
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<td>Your Company to be recognized at Rec and Parks’ Board Commissioners Meeting</td>
<td>✓</td>
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<td>Email blast to all City employees regarding event and your Sponsorship Level</td>
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<td>Recognition in Rec and Parks’ quarterly newsletter</td>
<td>✓</td>
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<tr>
<td>Customizable beneficial opportunities that can be tailored to your Company’s needs</td>
<td>✓</td>
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<td>Opportunity to “Host” a single day theme activity</td>
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<td>On-Site Sampling/Giveaways/Coupon Distribution at pre-arranged times</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Off-Site Sampling/Giveaways/Coupon Distribution at an additional RAP Location also by arrangement</td>
<td>✓</td>
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<tr>
<td>2-hour private skate party</td>
<td>✓</td>
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<td>Sponsor Recognition and Logo on Rec and Parks’ Paper Receipts at all 184 recreation centers City-Wide</td>
<td>✓</td>
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<tr>
<td><strong>Fee</strong></td>
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<td>$25,000</td>
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