

Outdoor Fitness Circuits



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 Section



“Creating collaborative relationships to build healthy communities”

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 RAP, the community and the sponsor.



RAP Assets and Resources Include:

184 Recreation Facilities	38 Universal Access	17 Community Gardens
387 Playgrounds	Playgrounds	2 Beaches
256 Ball Fields	26 Skate Facilities	12 Museums
62 Pools	9 Splash Pads	10 Special Event Venues
13 Golf Courses	100+ Basketball Courts	9 Off-Leash Dog Parks
13 Lakes	30 Senior Centers	92 miles of Hiking Trails
21 Synthetic Field Locations	321 Tennis Courts	
9 Residential Camps	90+ Indoor Gyms	16,169 acres of Parkland

And 58 Outdoor Fitness Circuits





What is an Outdoor Fitness Circuit?

Outdoor Fitness Circuits are free to the public, easy-to-use outdoor gyms that offer fun exercise opportunities to the park experience.

Our Fitness Circuits create a fun, accessible, and social environment where families and individuals can enjoy exercising together.

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Outdoor Fitness Circuits 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, strokes, 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.**

*Information obtained from Center for Disease Control and Prevention. (2015). *Adult Obesity Facts*
<https://www.cdc.gov/obesity/data/adult.html>

Outdoor Fitness Circuits provide new opportunities for park patrons to be active and healthy, free of charge.



Help Us Build More!

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

Support healthy lifestyles for an entire community by funding a complete Outdoor Fitness Circuit!



Sponsorship dollars help build new Outdoor Fitness Circuits in a community near you.



Sponsorship can provide many needed amenities to create a suitable and enjoyable experience for active communities.

All RAP Fitness Circuits Locations can be found at:
<http://www.laparks.org/dos/outdoorFitness.htm>





Potential Sponsorship Benefits*



Naming opportunities may exist pursuant to the RAP Naming Policy.

Collaborate with a world renowned leader in Recreation

- On-Site recognition with Sponsor's Logo
- Sponsor recognition within various Social Media Platforms.
- Public relation opportunities and community outreach
- Invitation to have a presence at events and ceremonies, possibly including speaking arrangements.
- Access to Park Patrons
- On-site product giveaways/coupon distribution

Promotional reach to a potential audience of 1.3 million households

- Logo featured on RAP website; center brochures; program flyers
- Product and coupon distribution opportunities at other RAP facilities
- 10 x 10 Booth space at regional and/or citywide events
- Use of Fitness Circuit(s) for Sponsor events
- Many more beneficial opportunities that can be tailored to your business' needs

Fitness Circuits Improvement Ideas



Shade Structures



Surface Replacement



Hand Sanitizer Station



Equipment Upgrades

Potential Sponsor Recognition Ideas



Your Logo Here

Amenity Recognition



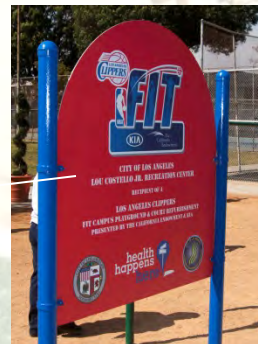
Hand Sanitizer Station

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

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

