



City of Los Angeles
Mayor Eric Garcetti



City of Los Angeles
Department of Recreation and Parks



Department of Recreation and Parks

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Partnership Section

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*"Creating collaborative relationships
to build healthy communities"*

Overview

As the second largest city in the United States, 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.

RAP manages all municipally owned and operated recreation and park facilities within the City. Some of the most famous icons in Los Angeles are managed by RAP - from the Griffith Observatory to the Venice Beach Boardwalk, from Pershing Square to the Exposition Park Rose Garden.

For over 125 years, we have brought people together to celebrate, to compete, to learn new skills, and to relax with family and friends in safe, welcoming parks and recreational facilities - providing high quality programs at low or no cost.

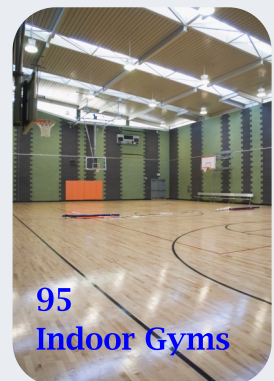
Partnership Section

RAP created the Partnership Section to enhance and expand existing programs, services and facilities for residents and visitors of Los Angeles by collaborating with outside organizations. Our goals are to:

- Enhance community resources.
- Increase recreation and park services to fulfill greater programming opportunities.
- Improve and support parks and facilities.
- Support the mutual needs of RAP and partnering organizations.

The Section collaborates with outside organizations, companies, foundations, and individuals which support RAP as:

- **Partners** supplementing or providing services to the public.
- **Sponsors** providing funding or services in exchange for recognition or other benefits.
- **Naming Recognition/Opportunities** for major donations in support of capital improvements, renovations, or programs subsidies.



RAP Assets and Resources

16,000+ Acres of Parkland and 400+ City Parks

184 Recreation Facilities



387
Playgrounds



92 miles of
Hiking Trails



13 Golf Courses



56 Soccer Fields



100+ Outdoor Basketball
Courts



9 Camps



2 Beaches



26 Skate Parks



Ways to Support

- Donations, sponsorships and gifts
- Free or reduced cost programs
- Capital improvements

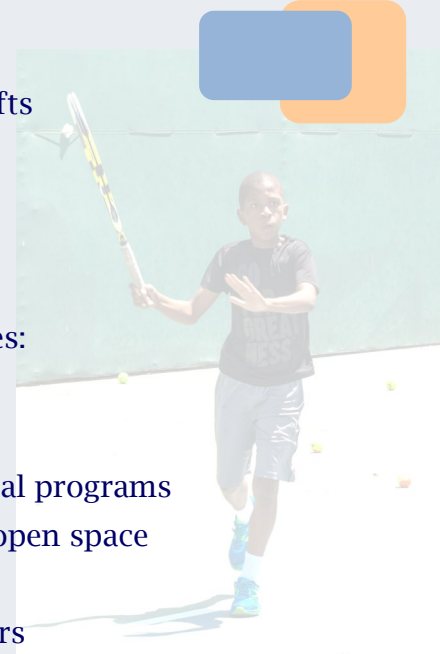
An ideal partner is willing to invest in the following opportunities:

- Recreational Programs
- Sports programs and clinics
- Support of museums and cultural programs
- Community gardens and other open space
- After School Programs
- Activities and services for seniors
- Life skills and personal development opportunities
- Acquisitions of parkland, capital development and park improvements

Becoming a Partner, Sponsor, or Naming Recognition Donor

Contact us to discuss your interest and your proposed investment, or the programs you offer or are interested in supporting. We encourage potential partners, sponsors, and donors to have clear concepts about the facility, geographic area, demographic, or recreational program that you wish to enhance or expand upon. The Partnership Section handles all proposals and solicitations in accordance with existing Partnership, Sponsorship, and Naming Policies approved by the Board of Recreation and Park Commissioners. To finalize a relationship, the individual, agency, or organization is required to provide a written proposal. All proposed relationships will be considered and will be evaluated through the Section's Partnership Criteria and by weighing the benefits to the public.

Please visit our Website, www.laparks.org/partnerships, to access the Policies, a Partnership Application, and additional information.



Benefits to Partners, Sponsors, and Naming Recognition Donors

The quality of life in Los Angeles relies on the people, parks, and programs offered through the Department of Recreation and Parks. As a partner, sponsor, or donor, you have an opportunity to make a difference in the lives of residents and visitors by expanding and enhancing RAP parks, programs, facilities and services. The mutual benefits include:

- **Collaboration** with a world renowned leader in recreation that has been recognized through numerous awards on the state, national, and international level for park development and programming.
- **Full-service recreation agency** with highly-trained professional staff who know the neighborhoods and have connections with the local businesses, community leaders, and residents.
- **Marketing opportunities** to cross-promote your organization with RAP and tap into our audience of 1.3 million households. We offer public recognition and links to our website, as well as exposure at special events, through social media, and other possibilities.
- **Diverse localities** – RAP facilities are located in each community in the City of Los Angeles. Over 800,000 children 14-years-old and under, live within walking distance of a Los Angeles park.
- **Unique benefits** that can be tailored to your organization's mission.

Contributions to the Department are tax deductible.

Recreation and Parks is also supported by the Los Angeles Parks Foundation, a 501(c)(3) charitable foundation organized to enhance, preserve and expand the recreational opportunities and facilities of our over 400 city parks that serve all the people of Los Angeles. <http://www.laparksfoundation.org/>

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Los Angeles City Map – Serving over 500 square miles and a population of over 3.8 million people

