



20
25

Salute to Recreation

Family Festival

CELEBRATION OF PLAY!


SPONSORSHIP PACKAGE

May 16 - 18, 2025



NORTHRIDGE RECREATION CENTER

10058 Reseda Blvd.
Northridge, CA 91325

 (818) 756-8060 (Pre-Event)

 (818) 349-0535 (Event Day)



FESTIVAL HISTORY

The **Salute to Recreation Family Festival** has been a cherished tradition in the San Fernando Valley since 1982. This annual, family-friendly event takes place at Northridge Recreation Center and connects local communities to the wide range of recreational programs offered by the City of Los Angeles Department of Recreation & Parks. The festival is designed to promote healthy, active lifestyles and create a sense of community for people of all ages, backgrounds, and abilities.

This year's festival promises a variety of activities for everyone to enjoy. Attendees can enjoy delicious food and desserts from food trucks, shop in our vendor area, watch live performances by local entertainers, and take part in fun children's activities such as games, crafts, and face painting. There will also be an exciting volleyball and soccer tournament, as well as a range of recreation activities promoting health and wellness. The event offers a perfect mix of fun, excitement, and community connection.

We are excited to make this year's festival bigger and better than ever! Our goal is to strengthen community bonds and celebrate the diversity that makes the San Fernando Valley unique. Whether you're looking to try something new, get active, or simply enjoy a fun day with your family, the Salute to Recreation Family Festival has something for everyone.

**Join us for a day full of
fun and celebration!**

EVENT HIGHLIGHTS

Salute to
Recreation
Family Festival



- Live Entertainment
- Battle of the Bands (Friday)
- Carnival Rides and Games
- Food Trucks/Booths
- International Village
- Marketplace
- Children's Area
- Children's Inflatables
- Teen Night (Friday)

- 50+ Senior Dance
- Arts & Crafts
- Games
- Community Booths
- Health and Fitness Activities
- Dance and Cheer Exhibitions
- Pickleball Tournament
- Volleyball & Soccer Invitationals
- Giveaways & so much more!

FESTIVAL LOCATION

Northridge Recreation Center
10058 Reseda Blvd., Northridge, CA 91325
(818) 756-8060 (Pre-Event)
(818) 349-0535 (Event Day)



SPONSORSHIP LEVELS

\$10,000

- Stage Name Rights
- On Stage Sponsor Announcements
- Logo placement on promotional material
- 3 Banner placements at event (up to 4x8)
- Two 10x10 spaces to market company
- Event Sponsorship Announcements
- Full-Page Advertisement in Event Program
- Social Media Promotion
- Additional marketing as requested and approved

HALL OF FAME



\$7,500

- Logo placement on promotional material
- 2 Banner placements at event (up to 3x6)
- 10x10 space to market company
- Event Sponsorship Announcements
- Half-Page Advertisement in Event Program
- Social Media Promotion
- Additional marketing as requested and approved

LEGEND



\$5,000

- 10x10 space to market company
- 1 Banner placement at event (up to 3x6)
- Event Sponsorship Announcements
- Quarter-Page Advertisement in Event Program
- Social Media Promotion
- Additional marketing as requested and approved

HERO



\$2,500

- 1 Banner placement at event (up to 3x6)
- Event Sponsorship Announcements
- Business Card Advertisement in Event Program
- Social Media Promotion

MVP



\$1,000

- Event Sponsorship Announcements
- Business Card Advertisement in Event Program
- Social Media Promotion

ALL-STAR



FESTIVAL MARKETING

- Event ads, on and off-site promotion, print, radio, and various online media websites.
- 100,00 event emails by Recreation Centers throughout the San Fernando Valley.
- 20,000 event flyers distributed to San Fernando Valley Schools.
- 7,000 event programs printed and distributed at the festival and L.A. City Recreation Centers.
- Social media promotion to reach thousands of families within the San Fernando Valley and Los Angeles area.
- Poster and banner promotion at businesses, organizations, and LA City Recreation Centers.
- Street event banners throughout the adjacent area.
- Personalized sponsor banners displayed at Festival.
- Publicity through City Council, Chambers of Commerce, Neighborhood Councils, Libraries, and local stakeholders.

Salute to
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City of Los Angeles Department of Recreation and Parks

Salute to Recreation Family Festival

10058 Reseda Blvd. • Northridge, CA 91325 • Day of Event Phone: (818) 349-0535



SPONSOR APPLICATION

Sponsorship Deadline: March 29, 2025

Date _____

Business Name _____

Contact Person _____

Phone _____ Email _____

Address _____

City _____ State _____ Zip Code _____

Sponsorship Opportunities

Your generosity and support is greatly appreciated. Donations are tax-deductible. Your sponsorship will include all of the perks stated on the sponsorship level page.

Please mark your interested level of sponsorship:

Hall of Fame: \$10,000

Legend: \$7,500

Hero: \$5,000

MVP: \$2,500

All-Star: \$1,000

In-kind donation: _____

Once your sponsorship interest has been received, someone from the sponsorship team will contact you with more details.

Thank you for your interest!

FOR MORE INFORMATION, PLEASE CONTACT:

CHRISTINA HENRY

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MERAB RUIZ

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YAMIL VERDE

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yamil.verde@lacity.org



Thank you!



**WE HOPE YOU WILL JOIN US AND HELP
CREATE COMMUNITY THROUGH PEOPLE,
PARKS, AND PROGRAMS!**