



2023 PARTNERSHIP OPPORTUNITIES





In 2022, the Los Angeles Department of Transportation identified our neighborhood as one of the **highest need areas** in Los Angeles County for safe-play spaces and safety.

ZERO SAFE PLAY SPACES

North Valley Caring Services (NVCS) is a community-based neighborhood-hub located in North Hills, in the heart of the infamous Langdon/Orion Street neighborhood. An area characterized by violence, gang activity, prostitution, immigration raids, poverty, homelessness, and one of the poorest and densist communities in Los Angeles County.

SAFE PLAY IS NOT AN OPTION FOR KIDS IN THIS NEIGHBORHOOD.

For the families right here in our community, there are no parks, no safe places to go and many times no transportation to go out of the area.

***That's why NVCS' No. Hills All Thrills Water Park exists.
That's why we're CLOSING down the street for the day!***

And, it's why we're bringing the water park to them! We're bringing the opportunity for ALL kids to experience safe play for a day, right here, in their very own neighborhood.



ABOUT THE EVENT

When: Saturday, August 12, 2023

Where: 15453 Rayen Street, North Hills

Time: 3-7PM

We are very excited to be hosting "No. Hills All Thrills Water Park" community event in collaboration with Los Angeles Department of Transportation and Play Streets on Saturday, August 12th. A free, safe, and fun experience for kids experiencing food and housing insecurity and low income households.

At our previous community events there have been **more than 2,800 attendees** from the local neighborhood. We are providing the **only** opportunity for many of these kids to play safely, experience water-play, and have fun in a family atmosphere.



FREE FOR EVERYONE



SAFE PLAY FOR KIDS



EXTREME WATER SLIDES



WATER GAMES



PADDLE BOATS, POOLS & SPRINKLERS



PHOTO OPPS



FUN ACTIVATIONS



HEALTH & WELLNESS BOOTHS



AQUARIUM OF THE PACIFIC EXHIBIT



FOOD TRUCKS



PALETAS, ICE CREAM & SHAVED ICE TREATS



FREE BACKPACK & SCHOOL SUPPLIES TO THE FIRST 1,000 KIDS!

PARTNERSHIP OPPORTUNITIES

AN UNPARALLELED OPPORTUNITY TO ALIGN YOUR BRAND WITH A REPUTABLE NONPROFIT AND PROMOTE YOUR BRAND, PRODUCT & SERVICES TO A TARGETED AUDIENCE.

EVENT ATTENDEES: 2000+

Local families, children, teens, volunteers

MARKETING DEMOGRAPHIC: Low income households, Latinx, households with children (high % under 10 years old), local consumers

COMMUNITY WELLNESS: Healthcare screenings, education, pop-up clinics, connecting families to resources

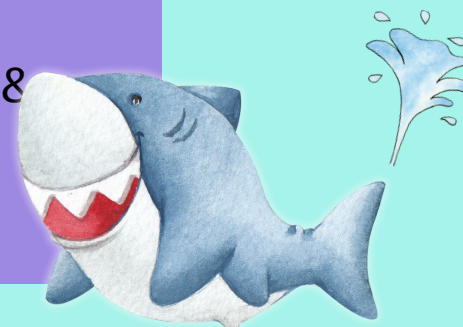
MARKETING STRATEGIES:

- Printed flyers distributed at our weekly drive-thru food pantry (approx 1,000 households weekly)
- E-marketing to over 4,000 households x 4
- Dedicated email promotion sent to Neighborhood Councils, Elected Officials, Media Outlets
- Banner placements at NVCS site exposure to high-traffic volume (pre-event and event)
- Press Release (pre and post event)
- Social Media (Instagram and Facebook)
- NVCS website

PRESENTING SPONSOR: \$7,500

Your company name & logo featured with NVCS as the Presenting Sponsor of the event.

- Your company name & logo included pre-and-post event: on-site banners, printed materials and event signage
- Branded booth at the event allowing your informational material and promotional items to be distributed
- 4 pre-event/event/posts on NVCS social media platforms
- Opportunity for Instagram Influencer (minimum 45,000 followers) to promote your sponsorship/company on their social media platform
- Your company name & logo included in press releases and 4 x dedicated e-marketing to over 4,000 self-subscribed households (*includes quote from your CEO and link to your company website*)
- Opportunity to host two additional branded booths at our weekly drive-thru food pantry (exposure to over 1,000 households per week)
- Company name & logo on promotional t-shirt worn by staff & volunteers
- Event DJ announcement every 15 minutes



LEAD SPONSOR: \$5,000

Your company name & logo featured as a Lead Sponsor of the event.

- Your company name & logo included pre-and-post event: on-site banners, printed materials and event signage
- Branded booth at the event allowing your informational material and promotional items to be distributed
- 3 pre-event/event/posts on NVCS social media platforms
- Your company name & logo included in press releases and e-marketing to over 4,000 self-subscribed households
- Opportunity to host additional branded booth at our weekly drive-thru food pantry (exposure to over 750 households weekly)
- Company name & logo on promotional t-shirt worn by staff & volunteers
- Event DJ will announce your sponsorship three times at event

PARTNER SPONSOR: \$3,000

Your company name & logo featured as a Partner Sponsor of the event.

- Your company name & logo included pre-and-post event: on-site banners, printed materials and event signage
- Branded booth at the event allowing your informational material and promotional items to be distributed
- 2 pre-event/event/posts on NVCS social media platforms
- Your company name & logo included in press releases and e-marketing to over 4,000 self-subscribed households
- Company name & logo on promotional t-shirt worn by staff & volunteers
- Event DJ will announce your company name/sponsorship at the event



THE ULTIMATE SPLASH!

Be the **EXCLUSIVE** sponsor of our Paddle Boats attraction and gain a tidal wave of exposure for your brand.

- 4 x LARGE BANNERS ON POOL EXTERIOR
- LOGO DECALS ON PADDLE BOATS
- NAME SIGNAGE ON PADDLE BOATS
- NAME & LOGO SIGNAGE AT LINE

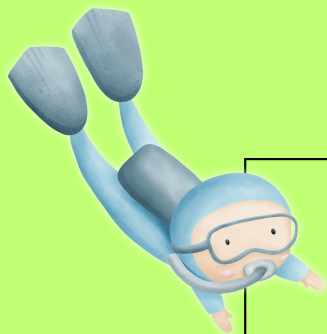
EXCLUSIVE!

\$1,750

PADDLE BOAT SPONSOR

YOUR NAME HERE!

ACTIVATION STATIONS: SPONSORS



“ MEGA MAZE BLAST: \$2,500

Showcase your support at this GIANT maze inflatable. Kids of all ages are guaranteed to love soaking their pals with the water blasters!

- Banners & decals on maze
- Opportunity for promo give-away to maze participants
- 2 exclusive digital posts

“ BEAT THE HEAT TREAT: \$550

Expose your brand at the event by sponsoring our shaved ice truck & treat! Your company logo primarily featured at the truck and on the snow cones.

- Signage at the event entrance recognizing your sponsorship

“ DJ: \$600

Boost your brand and promote your support, includes exclusive DJ booth signage and recognition from the DJ throughout the 3-hour event!

- EXCLUSIVE Social media shout-out on DJ's Instagram/Story



CUSTOMIZED BRAND ACTIVATIONS AND BRANDING OPPORTUNITIES

“ LIFEGUARD TOWER: \$350

Expose your brand at the event! Your company logo prominently featured on the "Lifeguard Tower" and sunscreen giveaway!

- Signage at the Lifeguard Tower recognizing your support



“ TOT SPLASH ZONE: \$250

The ultimate baby and toddler fun zone! Safety first at the "ball pit" pool with the cutest diving board around!

- Signage at the activation
- 2 x Logo decals on pool

“ SURF'S UP: \$550

Your opportunity to share your brand's fun-side with the unique Surfboard Simulator activation! Includes interactive photo opps, co-branding, signage and lots of smiles!



Sponsors will all receive the following in addition to benefits included in each category; Name/logo on flyers, posters, main event signage, press releases, event t-shirt, promotional post on social media, NVCS website

\$1,500 EXTREME WATER SLIDE SPONSOR

**You're bound to make a splash
when you sponsor one of the
EXTREME water slides! Primary
real-estate for max brand
exposure on Rayen Street.**

YOUR NAME HERE!

• 4XLARGE LOGO DECALS • NAME & LOGO BANNER • RECOGNITION SIGNAGE AT FRONT • NAME & LOGO SIGNAGE AT LINE



LET'S PARTNER!

Secure and customize your sponsorship today

We need your help and partnership to make sure this summer, the kids of this community have an opportunity to play...a safe, free, fun water park event to attend.

Your sponsorship makes this possible!

Sponsorship Contact:
kjoseph@nvcsinc.org
Cell: 424-202-8816

Next steps:

- Complete the sponsorship form
- Designate your level
- Make your payment
- Send your logo (PDF or Jpeg)