



Salute to  
**Recreation**  
Family Festival

SPONSORSHIP  
**PROPOSAL**

**NORTHRIDGE RECREATION CENTER**

10058 Reseda Blvd.

Northridge, CA 91325

[www.laparks.org/salute-recreation](http://www.laparks.org/salute-recreation)

**May 15-17, 2026**



# 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 and Parks. The festival is designed to promote healthy, active lifestyles and to 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 savor delicious food and desserts, shop in our international marketplace, watch live performances by local entertainers, and take part in fun children's activities such as games, crafts, and face painting. A lively carnival with rides and classic games will add extra thrills for all ages. There will also be an exciting volleyball and soccer invitational, a pickleball tournament, and a range of recreation activities that promote health and wellness. The event offers a mix of fun, entertainment, and community connection.

We're 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 day with your family, the Salute to Recreation Family Festival has something for everyone.

# EVENT HIGHLIGHTS

- Live Entertainment
- Battle of the Bands (Friday)
- Teen Night (Friday)
- Carnival Rides and Games
- Food Trucks/Booths
- International Marketplace
- Community Booths



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



# SPONSORSHIP LEVELS

- Advertisement in event brochure
- Live sponsor acknowledgements (on-stage)
- Logo placement on the LA Parks webpage
- Bi-weekly social media posts
- Email blasts featuring company logo
- Community outreach booth (option)
- Weekly interactive Instagram stories
- Stage naming rights
- One 2'x4' banner displayed at event
- Two 3'x6' banners displayed at event



FULL PAGE



MAIN



<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>
<b>HALF PAGE</b>	<b>HALF PAGE</b>	<b>QUARTER PAGE</b>	<b>QUARTER PAGE</b>
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	
✓	✓		
✓			
<b>INTERNATIONAL</b>			
✓	✓		
<b>MVP</b>	<b>CHAMPION</b>	<b>ALL-STAR</b>	<b>VIP</b>
			

# FESTIVAL MARKETING

- Event ads, on and off-site promotion, print, radio, and various media platforms.
- Publicity through City Council offices, chambers of commerce, neighborhood councils, libraries, and local stakeholder's publications.
- 50,000 event emails sent by Recreation Centers throughout the San Fernando Valley.
- 7,500 event flyers distributed to neighboring San Fernando Valley schools and at Valley Recreation Centers.
- 5,000 event brochures distributed at the festival.
- Social media promotion to reach thousands of families within the San Fernando Valley and Los Angeles areas.
- Poster and banner promotion at local businesses, organizations, and LA City Recreation Centers.
- Personalized sponsor banners displayed at Festival.



# SPONSORSHIP **INTEREST FORM**

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

**Organization Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

## **Please mark your desired sponsorship level:**

- Legend: \$10,000
- MVP: \$7,500
- Champion: \$5,000
- All-Star: \$2,500
- VIP: \$1,000
- In-kind donation: \_\_\_\_\_

Once your sponsorship interest is received, a member of the sponsorship team will contact you with additional information.

## **FOR MOR INFORMATION, PLEASE CONTACT:**

### **MERAB RUIZ**

(818) 834-5172

merab.ruiz@lacity.org

### **CRAIG EDEMANN**

(818) 756-8060

craig.edemann@lacity.org

# THANK YOU

## City of Los Angeles

KAREN BASS - Mayor

JOHN LEE - Councilmember, District 12

## Board of Recreation and Park Commissioners

RENATA SIMRIL - President

LUIS SANCHEZ - Vice President

MARIE LLOYD - Member

TAFARI BAYNE - Member

JIMMY KIM - General Manager

MATTHEW RUDNICK - Executive Officer

CHINYERE STONEHAM - Assistant General Manager,  
Recreation Services Branch

TRACI GOLDBERG - Superintendent

JUAN AYNAT - Principal Recreation Supervisor II

KIMBERLY WELDEN - Principal Recreation Supervisor I

PAOLA JARAMILLO - Acting Principal Grounds Maintenance Supervisor II

KEVIN GRIMM - Acting Construction and Maintenance Supervisor II

CRAIG EDEMANN and ARLENE CORDOVA - Event Chairpersons



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