

FREE SPORTS INSTRUCTION IN NYC PARKS

12,000 PARTICIPANTS ANNUALLY ACROSS ALL 5 BOROUGHS

GOLF, TENNIS, TRACK & FIELD, SOCCER, YOUTH & SENIORS FITNESS

City Parks Foundation is dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community building and education programs for all New Yorkers.

Our programs -- located in more than **400 parks, recreation centers, and public schools** across the City -- reach **300,000 people** each year.

Our ethos is simple: thriving parks mean thriving communities.

### CityParks Shows

We present the **largest free, outdoor performing arts festival** in NYC, **SummerStage in Central Park** and in **neighborhood parks citywide**, showcasing artists across multiple disciplines and genres, and offer related arts education and family programs, including marionette puppet theatre at the **Swedish Cottage** and the traveling **PuppetMobile**.

### CityParks Build

**Partnerships for Parks**, a public-private program of City Parks Foundation and NYC Parks, supports and champions a growing network of leaders who care and advocate for the transformation of their neighborhood parks.

### CityParks Learn

We help students experience the fun of science, while learning about their relationship to the natural world and the ways in which they can protect our natural environment. We offer **in-class and out-of-school**, hands-on activities in parks, urban forests, coastal areas, gardens, and recreation centers.

### CityParks Play

We fill neighborhood parks with free sports programs, including **golf, tennis, track & field, soccer, and fitness**, bringing high-quality instruction and equipment into areas where few organized athletic opportunities exist. We help New Yorkers stay active and healthy, discover new sports, and make new friends.



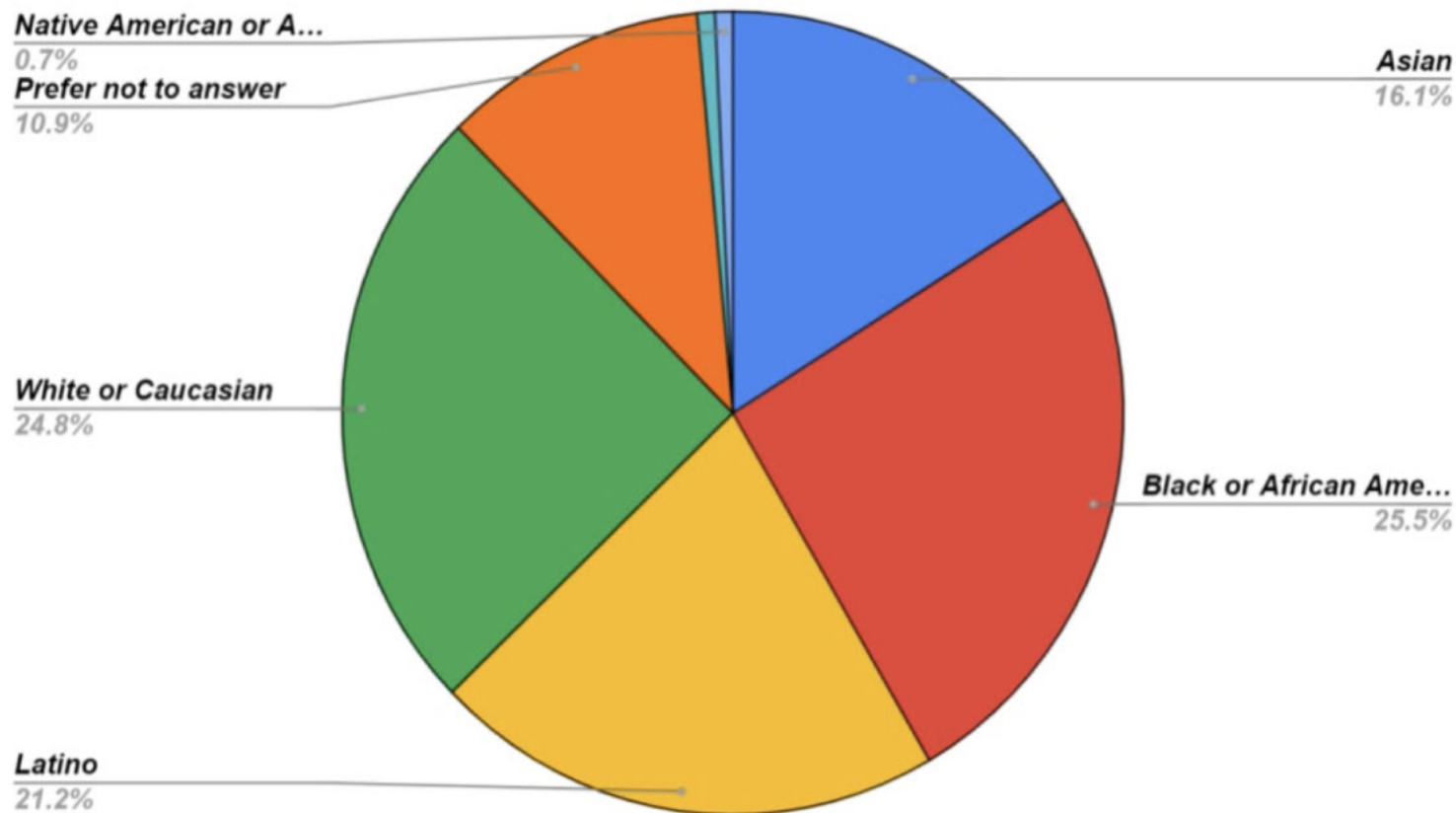


**CityParks Play** creates vibrant and healthy urban communities through dynamic sports programming in parks for all New Yorkers. Our programs transform New York's neighborhood parks into centers for recreation, providing **free sports instruction, coaching and equipment to 12,000 kids ages 6 to 17, and 1,000 seniors annually.** We help New Yorkers stay active and healthy, discover new sports, and make new friends.

#### KEY INFO

- 70 NEIGHBORHOOD PARKS
- SPORTS OFFERED INCLUDE TENNIS, GOLF, TRACK & FIELD, SOCCER AND FITNESS
- CO-ED INSTRUCTION SUPPLEMENTED BY TOURNAMENTS, CLINICS AND SPECIAL EVENTS
- INTERNSHIPS AND EMPLOYMENT OPPORTUNITIES AVAILABLE FOR DEDICATED PARTICIPANTS

## 2019 Participant Ethnicity



\*Based on 2019 CityParks Play Survey Results

## Gender

Male - 54%  
Female - 46%

## Age

Age 5-7: 29%  
Age 8-10: 26%  
Age 11-13: 30%  
Age 14-17: 25%

## Free School Lunch

Yes - 56%

SPORTS PROGRAMS  
IN 70 NEIGHBORHOOD PARKS  
IN ALL FIVE BOROUGHES



STATEN ISLAND



BRONX

MANHATTAN

QUEENS

BROOKLYN





- LARGEST FREE MUNICIPAL TENNIS PROGRAM IN THE UNITED STATES
- PROVIDES FREE TENNIS INSTRUCTION IN **37 PARKS** SERVING **5,500 YOUTH** AGES 6-17
- HUNDREDS OF PAST PARTICIPANTS HAVE EARNED COLLEGE SCHOLARSHIPS, SOME HAVE PLAYED PROFESSIONALLY
- SUMMER PROGRAM HELD JULY - AUGUST, INSTRUCTION FOR ALL SKILL LEVELS, BASIC THRU ADVANCED
- WINTER PROGRAM FOR SELECT JUNIORS HELD OCTOBER - APRIL AT FIVE INDOOR FACILITIES
- SPECIAL CLINICS HELD BEFORE THE US OPEN



- INTRODUCES THE BASICS OF TRACK & FIELD FROM HURDLES AND RELAY RACES TO LONG JUMP, SHOTPUT AND JAVELIN THROW
- SUMMER PROGRAM HELD FOR 6 WEEKS IN 14 NEIGHBORHOOD PARKS CULMINATES IN A MID-AUGUST TRACK MEET FOR 2,000 CITYWIDE PARTICIPANTS AT ICAHN STADIUM ON RANDALL'S ISLAND
- SPRING AND FALL PROGRAMS OFFERED IN 4 NEIGHBORHOOD PARKS





- CO-ED SOCCER INSTRUCTION AND SCRIMMAGE PLAY, JULY - AUGUST, AGES 8-12
- 12 NEIGHBORHOOD PARKS
- IN PARTNERSHIP WITH THE NYC FOOTBALL CLUB (NYCFC)
- TEAMS FROM EACH PARK PARTICIPATE IN AN END-OF-SEASON TOURNAMENT





### ● EVERYDAY PLAY

- A MULTI-SPORT FITNESS PROGRAM INCORPORATING ALL THE ELEMENTS OF OUR CITYPARKS PLAY CURRICULUM, FIVE DAYS A WEEK
- KEEPS KIDS ACTIVE AT THEIR LOCAL PARKS ALL SUMMER
- THREE LOCATIONS: KAISER PARK, BROOKLYN; WILLIAMSBRIDGE OVAL PARK, BRONX; BAISLEY POND PARK, QUEENS

### ● FAMILY ADVENTURE RACES

- A FUN OPPORTUNITY FOR FAMILIES TO BE ACTIVE TOGETHER IN THEIR LOCAL PARK
- PARENT / CHILD TEAMS TAKE PART IN A TIMED OBSTACLE COURSE RACE WHICH REQUIRES BASIC SPORTS SKILLS AND TEAMWORK



## ● SENIORS FITNESS

- PROVIDES 1,000 SENIORS (60+) WITH FREE TENNIS LESSONS, YOGA INSTRUCTION AND FITNESS WALKS
- IN 18 PARKS DURING THE SPRING AND FALL





- NATIONALLY RECOGNIZED PROGRAM UTILIZES BASEBALL FIELDS AND PARKS TO INTRODUCE GOLF TO KIDS
- FREE INSTRUCTION HELD IN THE SUMMER AT **14 CITYWIDE LOCATIONS**, SERVING OVER **1,000 KIDS** AGES 6-17
- DEDICATED JUNIORS CAN PRACTICE AND PLAY AT THE CITYPARKS JUNIOR GOLF CENTER AND JUNIOR GOLF ANNEX





- STATE-OF-THE-ART YOUTH FACILITY IN DYKER HEIGHTS, BROOKLYN FEATURING:
  - 6-HOLE PAR 3 COURSE
  - CHIPPING AND PUTTING PRACTICE GREENS
  - NETTED DRIVING RANGE
  - CLUBHOUSE WITH CLASSROOM
- PROVIDES FREE INSTRUCTION AND PRACTICE TIME FOR **2,500 JUNIOR GOLFERS** OF ALL ABILITY LEVELS
- FACILITY HOSTS EDUCATIONAL PROGRAMS, PRO CLINICS AND TOURNAMENTS
- JUNIOR GOLF ANNEX IN QUEENS OFFERS FREE INSTRUCTION AND USE OF EQUIPMENT FOR BEGINNERS AND SELECT INTERMEDIATES





- WE ORGANIZE CUSTOM EXPERIENCES WITH OUR STUDENTS INCLUDING FREE INSTRUCTIONAL CLINICS, MEDIA EVENTS AND RECEPTIONS THAT HELP DRAW ATTENTION TO OUR FREE SPORTS PROGRAMS
- PRO GOLFERS **CRISTIE KERR & RORY MCILROY**, ENTERTAINER **JUSTIN TIMBERLAKE**, TENNIS PROS **ROGER FEDERER, NOVAK DJOKOVIC, MARIA SHARAPOVA, JOHN MCENROE** AND MANY MORE HAVE ALL PARTICIPATED IN OUR PROGRAMS
- WE ENGAGE WITH PROMINENT NEW YORKERS AND THE NYC BUSINESS COMMUNITY AT OUR ANNUAL TENNIS BENEFIT FUNDRAISER AT THE US OPEN CHAIRED BY TENNIS ICON **BILLIE JEAN KING**
- UNIQUE OPPORTUNITY FOR PARTNERSHIP INTEGRATION AND CUSTOMIZED EVENTS ACROSS ALL PROGRAMS



Pictured Above: Clinic with four-time major champion and former #1 golfer in the world, Rory McIlroy

Pictured Below: Meet and Greet with US Open and Wimbledon champion, Novak Djokovic





- A FUN, CO-ED COMPETITION FOR COMPANIES LOOKING FOR EMPLOYEE ENGAGEMENT OPPORTUNITIES
- LEAGUE RUNS WEEKLY FROM APRIL THROUGH JUNE AT SUTTON EAST TENNIS AND CENTRAL PARK TENNIS CENTER



WE PROMOTE OUR PROGRAMS AND OFFER OUR PARTNERS MARKETING EXPOSURE THROUGH VARIOUS CHANNELS INCLUDING:

**PUBLIC RELATIONS**

- PRESS RELEASES DISTRIBUTED TO LOCAL & NATIONAL PRESS OUTLETS
- 50+ MEDIA HITS AND 40+ MILLION IMPRESSIONS PER YEAR

**OUTDOOR MEDIA**

- PROGRAM SUPPORT FROM ZOOM MEDIA, PROMOTING SPORTS PROGRAMS ACROSS THEIR FITNESS TV NETWORK IN 100+ NEW YORK CITY GYMS, REACHING 25 MILLION+ IMPRESSIONS
- STREET MARKETING VIA OUR BRAND AMBASSADOR TEAM DISTRIBUTING 15,000+ POSTERS AND POSTCARDS EACH YEAR

**DIGITAL**

- INCLUSION IN 20+ SPORTS EMAIL NEWSLETTERS EACH YEAR REACHING 93,000+ SUBSCRIBERS
- PROMOTION ON OUR SPORTS WEBSITE, REACHING 3,000+ PAGE VIEWS PER MONTH
- SOCIAL MEDIA PROMOTION THROUGH THE CPF ACCOUNTS REACHING 18,500+ FOLLOWERS ACROSS FACEBOOK, TWITTER, AND INSTAGRAM







- BRANDING ACROSS SUMMER-LONG MARKETING CAMPAIGN (PRINT, WEB, EMAIL, SOCIAL, OUTDOOR, ETC.)
- ACTIVATION ON SITE AT SELECT EVENTS AND PROGRAMS

- PRODUCT SAMPLING
- CREATIVE INTEGRATIONS
- OPPORTUNITY TO CREATE A SPECIAL EVENT





PARTNER WITH CITYPARKS PLAY PROGRAMS AND HELP SUPPORT OVER 13,000 OF NYC'S YOUTH AND SENIORS!

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Pictured Above Center : Clinic with professional golfer, Azahara Muñoz