



FREE SPORTS INSTRUCTION IN NYC PARKS

PARTICIPANTS ACROSS ALL 5 BOROUGHES, PRE-PANDEMIC 12,000

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.

Pre-pandemic, 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 Paly** 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, pre-pandemic.** We help New Yorkers stay active and healthy, discover new sports, and make new friends.

### KEY INFO

- 50-60 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

Native American

1%

Prefer not to answer

11.4%

White or Caucasian

24.8%

Latino

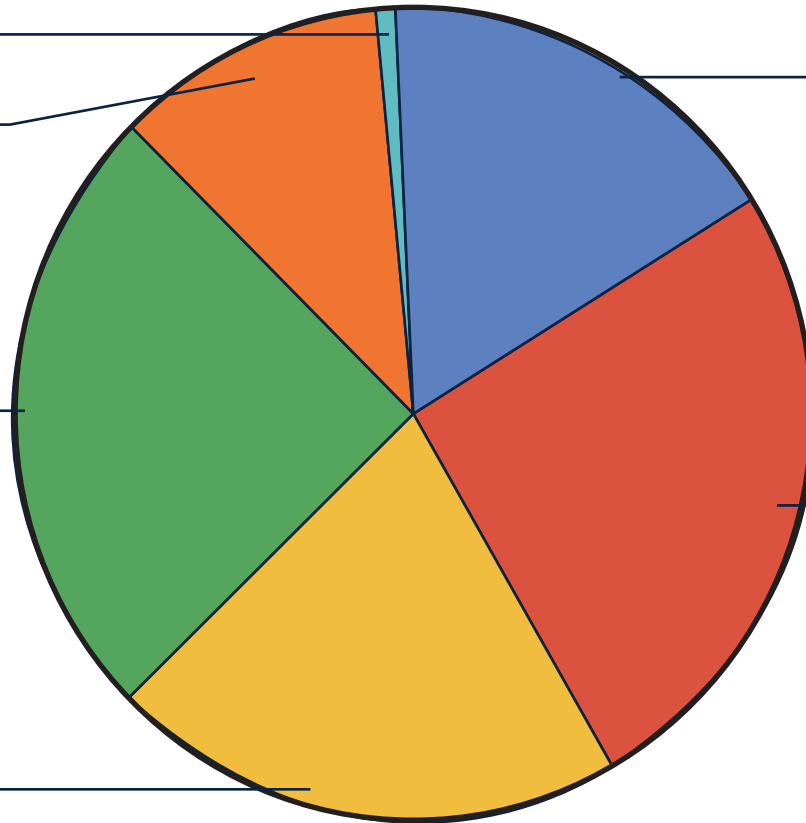
21.2%

Asian

16.1%

Black or African American

25.5%



## GENDER

MALE - 54%

FEMALE - 46%

## AGE

AGE 5 - 7: 26%

AGE 8 - 10: 24%

AGE 11 - 13: 27%

AGE 14 - 17: 23%

\*Based on 2019 CityParks Paly Survey Results

SPORTS PROGRAMS  
IN 50-60 NEIGHBORHOOD PARKS  
IN ALL FIVE BOROUGHES







- LARGEST FREE MUNICIPAL TENNIS PROGRAM IN THE UNITED STATES
- PRE-PANDEMIC, PROVIDED FREE TENNIS INSTRUCTION IN 37 PARKS SERVING 5,500 YOUTH AGES 6-17
- IN 2022, ESTIMATING TO SERVE 3,600 CHILDREN AT APPROXIMATELY 30 SITES
- HUNDREDS OF PAST PARTICIPANTS HAVE EARNED COLLEGE SCHOLARSHIPS, SOME HAVE PLAYED PROFESSIONALLY
- SUMMER PROGRAM HELD JULY - AUGUST, INSTRUCTION FOR SKILL LEVELS, BEGINNER 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
- PRE-PANDEMIC, SUMMER PROGRAM HELD FOR 6 WEEKS IN 14 NEIGHBORHOOD PARKS
- IN 2022, ESTIMATING TO SERVE 1,040 CHILDREN AT APPROXIMATELY 8 SITES
- IN 2022, THE SUMMER PROGRAM WILL CULMINATE IN A MID-AUGUST TRACK MEET FOR AN ESTIMATED 1,000 CITYWIDE PARTICIPANTS AT ICAHN STADIUM ON RANDALL'S ISLAND
- PRE-PANDEMIC, SPRING AND FALL PROGRAMS OFFERED IN 4 NEIGHBORHOOD PARKS





- CO-ED SOCCER INSTRUCTION AND SCRIMMAGE PLAY, JULY - AUGUST, AGES 8-12
- PRE-PANDEMIC, 12 NEIGHBORHOOD PARKS
- IN 2022, WE EXPECT TO OFFER PROGRAMS IN 4 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





## ● SENIORS FITNESS

- PRE-PANDEMIC, PROVIDED 1,000 SENIORS (60+) WITH FREE TENNIS LESSONS, YOGA INSTRUCTION AND FITNESS WALKS
- PRE-PANDEMIC, IN 18 PARKS DURING THE SPRING AND FALL
- NEW VIRTUAL PROGRAMMING (YOGA) OFFERED DURING THE PANDEMIC WILL CONTINUE IN 2022, ANTICIPATED TO SERVE 350 ADULTS





- NATIONALLY RECOGNIZED PROGRAM UTILIZES BASEBALL FIELDS AND PARKS TO INTRODUCE GOLF TO KIDS
- PRE-PANDEMIC, FREE INSTRUCTION HELD IN THE SUMMER AT **14 CITYWIDE LOCATIONS**, SERVING OVER 1,000 KIDS AGES 6-17
- IN 2022, WE EXPECT TO SERVE 300 KIDS AT 6 SITES
- 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 MCENRO, DANIIL MEDVEDEV** 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 DISTRIBUTED POSTCARDS AND POSTERS EACH YEAR IN LOCAL COMMUNITIES

**DIGITAL**

- INCLUSION IN 10+ SPORTS EMAIL NEWSLETTERS EACH YEAR REACHING 83,000+ SUBSCRIBERS
- PROMOTION ON OUR CITYPARKS PLAY WEBSITE, REACHING 3,000+ PAGE VIEWS PER MONTH
- SOCIAL MEDIA PROMOTION THROUGH THE CPF ACCOUNTS REACHING 21,500+ FOLLOWERS ACROSS FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE







- 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





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