



LARGEST PARK-BASED YOUTH SPORTS PROGRAM IN NYC

OVER 8,000 PARTICIPANTS ANNUALLY ACROSS ALL 5 BOROUGHS

TENNIS, GOLF, SOCCER, TRACK AND FIELD AND MORE

Pictured Above: Clinic with tennis pro, Venus Williams

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 **320 parks, recreation centers, and public schools** across the City -- reach over **278,000 people** each year. Our ethos is simple: thriving parks mean thriving communities.

PLAY

CITYPARKS PLAY

Our free sports programs help keep over 7,400 kids active and healthy while learning sports they can play for life -- tennis, soccer, golf, and track & field. Fitness programs help keep nearly 600 seniors agile and connected to their communities.

SHOWS

CITYPARKS SHOWS

Our iconic Capital One City Parks Foundation SummerStage festival presents more than 80 free and benefit performances each summer to more than 219,000 attendees, featuring both legendary and emerging artists. The Swedish Cottage Marionette Theatre in Central Park and the traveling PuppetMobile present original puppetry programs for nearly 16,000 kids of all ages.

LEARN

CITYPARKS LEARN

Our environmental education programs help students experience the fun of STEM, learn about their relationship to the natural world, and how they can protect our environment. Seeds to Trees, Learning Gardens, Green Girls, and Coastal Classroom programs reach more than 4,400 students and 180 interns in school, after school and during the summer.

BUILD

CITYPARKS BUILD

We help more than 28,000 individual volunteers, 470 grassroots community park groups and the many nonprofit park stewards advocate and care for our city's parks and green spaces. Partnerships for Parks and Open Spaces Partners-NYC coalition help increase the capacity of community partners and foster collaboration with NYC Parks. We provide funding through the NYC Green Fund, support operations through fiscal sponsorship and shared resources, and offer skills training workshops.



KEY INFO

CityParks Play, our free instructional sports and fitness programs, provides healthy and enriching physical activity for children and seniors in citywide parks. We help New Yorkers stay active and healthy, discover new sports, and make new friends.

- OVER 7,500 KIDS AND 600 ADULTS 60+
- 50+ NEIGHBORHOOD PARKS
- SPORTS OFFERED INCLUDE TENNIS, GOLF, TRACK AND FIELD, SOCCER AND FITNESS
- CO-ED INSTRUCTION SUPPLEMENTED BY TOURNAMENTS, CLINICS AND SPECIAL EVENTS
- SCHOLARSHIPS, INTERNSHIPS AND SUMMER EMPLOYMENT AVAILABLE FOR DEDICATED PARTICIPANTS



GENDER:

46% FEMALE

51% MALE

3% NO RESPONSE

AGE:

17% 6-7 YEARS OLD

41% 8-10 YEARS OLD

29% 11-13 YEARS OLD

13% 14+ YEARS OLD

RACE/ETHNICITY:

28% ASIAN

19% BLACK

18% WHITE

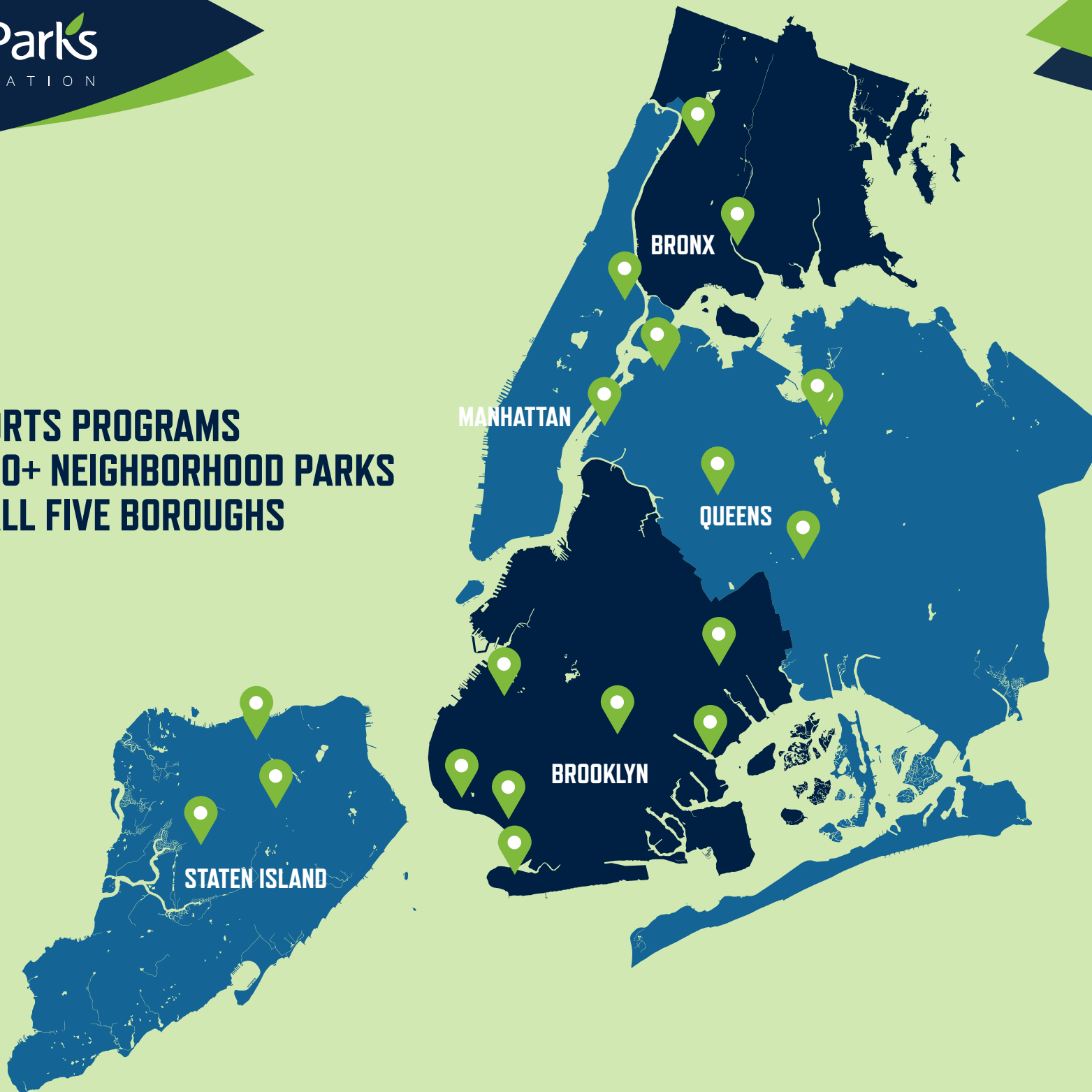
17% HISPANIC/LATINO

9% TWO OR MORE RACES

1% NATIVE HAWAIIAN OR PACIFIC ISLANDER

8% NO RESPONSE

**SPORTS PROGRAMS
IN 50+ NEIGHBORHOOD PARKS
IN ALL FIVE BOROUGHES**





- LARGEST FREE MUNICIPAL TENNIS PROGRAM IN THE UNITED STATES
- PROVIDES FREE TENNIS INSTRUCTION IN 34 PARKS SERVING 4,500 YOUTH AGES 6-17
- SUMMER PROGRAM HELD JULY - AUGUST, INSTRUCTION FOR ALL SKILL LEVELS
- WINTER PROGRAM FOR DEDICATED JUNIORS HELD OCTOBER - APRIL AT FIVE INDOOR FACILITIES
- PRO CLINICS HELD BEFORE THE US OPEN
- PAST PARTNERS INCLUDE BNP PARIBAS, LACOSTE, WILSON AND BARILLA



- INTRODUCES THE BASICS OF TRACK & FIELD FROM HURDLES AND RELAY RACES TO LONG JUMP, SHOTPUT AND JAVELIN THROW
- SUMMER PROGRAM HELD IN 11 NEIGHBORHOOD PARKS SERVING 1,040 CHILDREN
- CULMINATES WITH A MID-AUGUST TRACK MEET FOR 1,000+ CITYWIDE PARTICIPANTS AT ICAHN STADIUM ON RANDALL'S ISLAND
- SPRING AND FALL PROGRAMS OFFERED IN 6 NEIGHBORHOOD PARKS
- PAST PARTNERS INCLUDE LIFETIME FOUNDATION AND NEW YORK ROAD RUNNERS



- FREE, GRASSROOTS PROGRAM DESIGNED TO INTRODUCE MORE THAN 460 YOUTH FROM UNDER-RESOURCED COMMUNITIES TO THE SPORT
- CO-ED SOCCER INSTRUCTION AND SCRIMMAGE PLAY, JULY - AUGUST, AGES 8-12 IN 6 NEIGHBORHOOD PARKS
- TEAMS FROM EACH PARK PARTICIPATE IN AN END-OF-SEASON TOURNAMENT AT FLUSHING MEADOWS, QUEENS
- PAST PARTNERS INCLUDE NYC FOOTBALL CLUB (NYCFC)



FAMILY ADVENTURE RACES

- A FUN OPPORTUNITY FOR FAMILIES TO BE ACTIVE TOGETHER IN THEIR LOCAL PARK IN A FRIENDLY COMPETITIVE GAME
- MORE THAN 100 PARENT / CHILD TEAMS TAKE PART IN A TIMED OBSTACLE COURSE RACE WHICH REQUIRE BASIC SPORTS SKILLS AND TEAMWORK
- PAST PARTNERS INCLUDE NEW YORK ROAD RUNNERS

EVERYDAY PLAY

- A MULTI-SPORT FITNESS PROGRAM INCORPORATING ALL THE SPORTS PROGRAMS WE OFFER, FIVE DAYS A WEEK
- KEEPS 200 KIDS ACTIVE IN THEIR LOCAL PARKS ALL SUMMER
- THREE LOCATIONS: KAISER PARK, BROOKLYN; WILLIAMSBRIDGE OVAL PARK, BRONX; BAISLEY POND PARK, QUEENS



- PROVIDES 1,000 SENIORS (60+) WITH FREE TENNIS AND PICKLEBALL LESSONS, YOGA INSTRUCTION, FITNESS WALKS AND TAI CHI
- HELD IN 20+ PARKS DURING THE SPRING AND FALL



- NATIONALLY RECOGNIZED PROGRAM UTILIZES BASEBALL FIELDS AND PARKS TO INTRODUCE GOLF TO 800 KIDS AGES 6-16
- FREE INSTRUCTION HELD IN THE SUMMER AT 7 CITYWIDE LOCATIONS AND TWO DEDICATED TRAINING CENTERS
- PAST PARTNERS INCLUDE LACOSTE AND THE FIRST TEE



OUR FLAGSHIP, 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 1,200 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 FREE INSTRUCTIONAL CLINICS, MEDIA EVENTS AND ACTIVATIONS FOR ALL AGES THAT HELP DRAW ATTENTION TO OUR FREE SPORTS PROGRAMS
- **RORY MCILROY, ROGER FEDERER, NOVAK DJOKOVIC, VENUS WILLIAMS & JOHN MCENROE** ARE AMONG THE PROS WHO HAVE PARTICIPATED
- OUR ANNUAL TENNIS BENEFIT AT THE US OPEN CHAIRED BY **BILLIE JEAN KING** IS A UNIQUE, TAX DEDUCTIBLE OPPORTUNITY TO ENTERTAIN CLIENTS
- 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



- FUN, CUSTOMIZED EXPERIENCES FOR COMPANIES LOOKING FOR EMPLOYEE AND CLIENT ENGAGEMENT OPPORTUNITIES AT THE JUNIOR GOLF CENTER
- CITYPARKS RUN TEAM AT THE NEW YORK CITY MARATHON IS AN OFFICIAL CHARITY PARTNER OF THE TCS NYC MARATHON WITH ACCESS TO A BLOCK OF GUARANTEED ENTRIES
- CORPORATE TENNIS LEAGUE HELD AT SUTTON EAST TENNIS, FLUSHING MEADOWS-CORONA PARK AND CENTRAL PARK TENNIS CENTER

PUBLIC RELATIONS

- PRESS RELEASES DISTRIBUTED TO LOCAL & NATIONAL PRESS OUTLETS
- MEDIA COVERAGE IN NOTABLE PUBLICATIONS INCLUDING, VOGUE, NEW YORK TIMES, TIME OUT NY, ESPN RADIO, CBS NEWS, NY1, SI LIVE, AND MORE

OUTDOOR MEDIA

- PROGRAM SUPPORT FROM GYM TV | ZOOM MEDIA PROMOTING SPORTS PROGRAMS ACROSS THEIR FITNESS TV NETWORK IN 80+ NEW YORK CITY GYMS, REACHING 11M+ IMPRESSIONS
- STREET MARKETING / CANVASSING PROGRAM DISTRIBUTING POSTERS EACH YEAR IN LOCAL COMMUNITIES

DIGITAL

- INCLUSION IN 10+ SPORTS EMAIL NEWSLETTERS EACH YEAR REACHING 91K+ SUBSCRIBERS
- PROMOTION ON OUR CITYPARKS PLAY WEBSITE REACHING 74K+ PAGE VIEWS PER YEAR
- SOCIAL MEDIA PROMOTION REACHING 25.6K+ FOLLOWERS ACROSS FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE





INTEGRATION AND ACTIVATION BENEFITS COULD INCLUDE:

- BRANDING ACROSS CPF MARKETING CAMPAIGNS (PRINT, WEB, EMAIL, SOCIAL, OUTDOOR, ETC.)
- ACTIVATION ON-SITE AT SELECT EVENTS AND PROGRAMS
- PRODUCT SAMPLING
- CREATIVE INTEGRATIONS
- OPPORTUNITY TO CREATE A SPECIAL EVENT



FOR MORE INFORMATION PLEASE CONTACT:

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Pictured Above: Clinic with professional golfer, Azahara Muñoz