



**NYC'S FOREMOST YOUTH ENVIRONMENTAL PROGRAM**

**TRAINING THE NEXT GENERATION OF PARKS STEWARDS**

**OVER 4,500 PARTICIPANTS ANNUALLY INCLUDING COLLEGE AND CAREER TRAINING**

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

### 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

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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

### 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, and Coastal Classroom programs reach more than 4,400 students and 180 interns in school, after school and during the summer.

## BUILD

### 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.



**CityParks Learn** helps develop the next generation of park stewards. Last year, our environmental STEM programs connected more than 4,400 participants to their trees, waterways and parks—often overlooked places teeming with life. The vast majority of participants come from low-income households and identify as people of color, those most in need of our programming. CityParks Learn provides access to safe activities for students to learn about NYC's vital natural resources.

## KEY INFO:

- EXTENSIVE SCHOOL DAY OPTIONS INCLUDE HANDS-ON CLASSROOM LESSONS PLUS FIELD TRIPS IN PARKS FOR 2,000 + NYC PUBLIC SCHOOL STUDENTS
- 200+ HOURS PER YEAR IN FREE OUT-OF-SCHOOL TIME PROGRAMS - LONG-TERM, INTENSIVE FORMAT
- PROGRAMMING IN 24 NEIGHBORHOOD PARKS
- 180 PAID, MENTORED INTERNSHIPS ENGAGE UNDER-RESOURCED YOUTH, AGES 14-18, TO WORK IN OUR PROGRAMS, SUPPORTING YOUNGER PEERS' LEARNING WHILE GAINING JOB SKILLS AND COLLEGE PREP TRAINING
- STEM-BASED TEACHER TRAINING PROGRAM IN EXPERIENTIAL LEARNING HELPS TEACHERS UNDERSTAND HOW TO CONDUCT SAFE AND EFFECTIVE OUTDOOR LESSONS
- TAUGHT BY EXPERT, TRAINED EDUCATORS
- ALL CURRICULA ARE ALIGNED TO NYS COMMON CORE AND SCIENCE-LEARNING STANDARDS TO SUPPORT STUDENTS IN THEIR ACADEMIC GROWTH



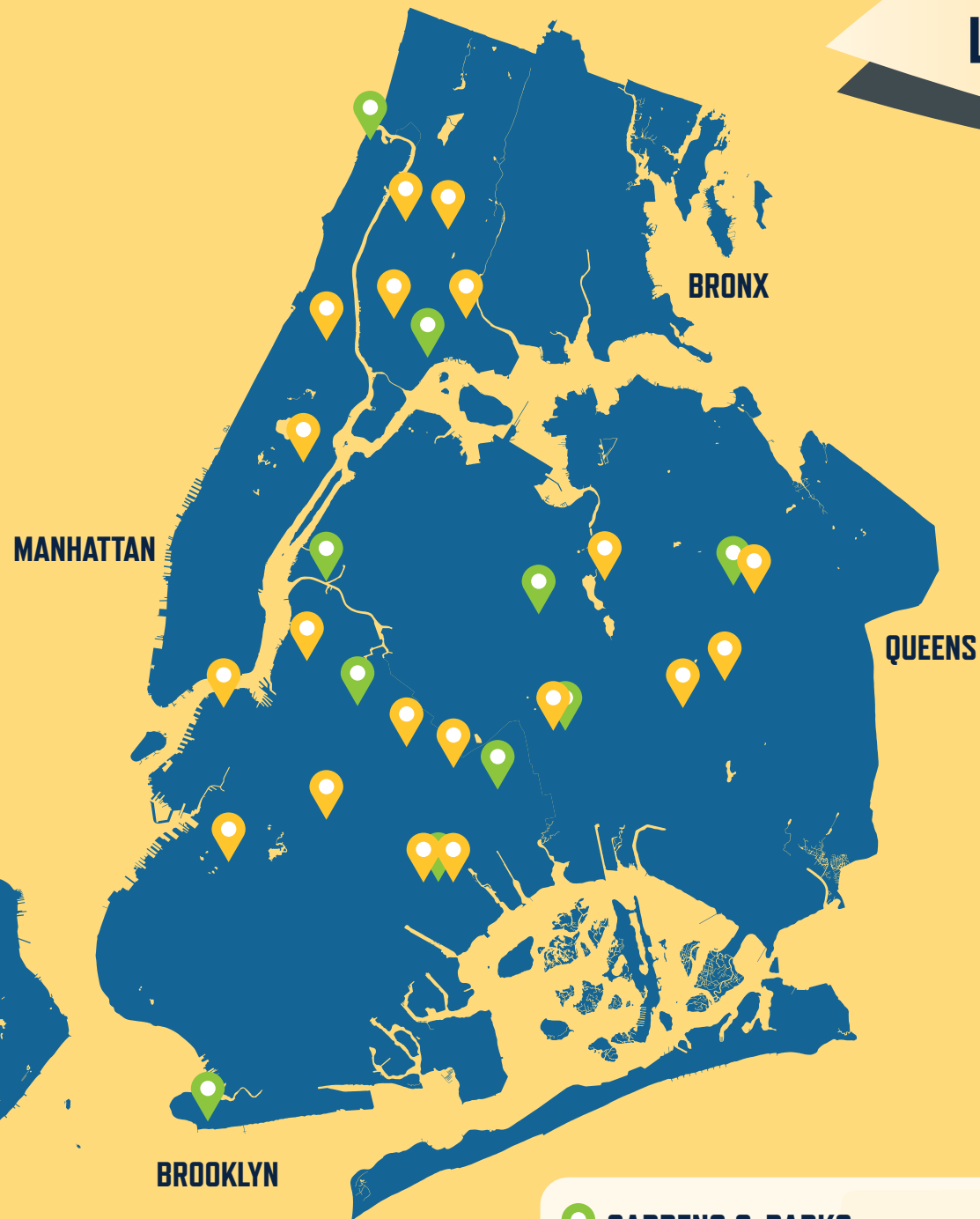
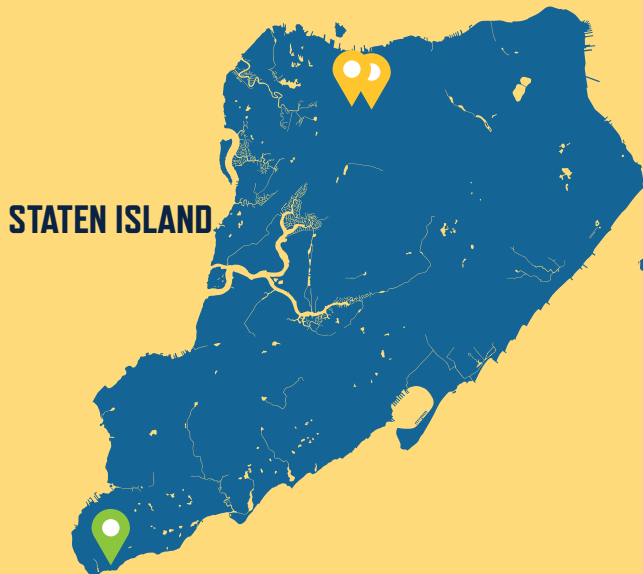
**GENDER:**  
75% FEMALE  
24% MALE  
1% NON-BINARY

**AGE:**  
63% UNDER 12  
37% OVER 12

**RACE/ETHNICITY:**  
30% BLACK  
26% HISPANIC/LATINO  
17% WHITE  
16% ASIAN  
13% TWO OR MORE RACES  
1% AMERICAN INDIAN OR ALASKAN NATIVE  
1% NATIVE HAWAIIAN OR PACIFIC ISLANDER

\*After-school program data only

**EDUCATION PROGRAMS  
IN 24 NEIGHBORHOOD PARKS  
IN ALL FIVE BOROUGHS**



**BROOKLYN**

-  **GARDENS & PARKS**
-  **SCHOOLS**



- ELEMENTARY AND MIDDLE SCHOOL STUDENTS ARE INTRODUCED TO URBAN ECOLOGY IN NYC PARKS IN FUN AND ENGAGING WAYS
- GUIDED HANDS-ON CLASSROOM ACTIVITIES, FIELD EXPERIENCES AND EXPERT TEACHER TRAINING
- CURRICULUM INCLUDES A FOCUS ON NYC'S CLIMATE AND RESOURCE MANAGEMENT
- OVER 1,800+ PARTICIPANTS IN GRADES 2ND - 6TH ANNUALLY WITH 4 COLLEGE INTERNS
- 13 SITES ACROSS THE BRONX, BROOKLYN AND STATEN ISLAND
- IN-SCHOOL/FIELD TRIP PROGRAMMING AND COLLEGE-AGE TRAINING PROGRAM
- LOW COST FOR PARTNER SCHOOLS; PAID COLLEGE INTERNSHIPS



- LEARNING GARDENS PROVIDE HANDS-ON HORTICULTURAL TECHNIQUES AND LESSONS FOR ELEMENTARY AND MIDDLE SCHOOL STUDENTS DURING THE SCHOOL YEAR, AS WELL AS GROUP PROGRAMS DURING THE SUMMER
- TEACHES KIDS THE FUN OF COMMUNITY GARDENING, GROWING FOOD, AS WELL AS UNDERSTANDING URBAN BIODIVERSITY, FOOD JUSTICE AND HEALTHY EATING
- 2,000+ PARTICIPANTS IN GRADES 2ND - 8TH ANNUALLY WITH 75 HIGH SCHOOL INTERNS
- 19 SITES ACROSS THE BRONX, BROOKLYN, MANHATTAN AND QUEENS (INCLUDES PARTNER SCHOOLS)
- IN-SCHOOL, AFTER SCHOOL, SUMMER GROUPS AND HIGH SCHOOL TRAINING PROGRAM FORMAT
- FREE TO ALL YOUTH; LOW COST FOR PARTNER SCHOOLS AND CAMPS; PAID HIGH SCHOOL AND COLLEGE INTERNSHIPS



- MIDDLE SCHOOL STUDENTS BECOME ACTIVELY INVOLVED IN NYC'S MARINE ECOSYSTEM WITH HANDS-ON LEARNING IN PARKS ALONG THE NEW YORK CITY WATERFRONT
- PARTICIPANTS LEARN ABOUT WATER ECOLOGY AND QUALITY, AND URBAN WATERFRONT RESTORATION AND PRESERVATION STEM-BASED ACTIVITIES COUPLED WITH RECREATIONAL OPPORTUNITIES SUCH AS ROWING, FISHING, SEINING AND BIRD WATCHING
- SPARKS EXCITEMENT AND PASSION FOR CONSERVING NYC COASTS AND WATERWAYS
- 170+ PARTICIPANTS IN GRADES 6TH - 8TH ANNUALLY WITH 28 HIGH SCHOOL & COLLEGE INTERNS
- SITES ACROSS BROOKLYN, MANHATTAN, QUEENS AND STATEN ISLAND
- AFTER SCHOOL, SUMMER INSTITUTE AND HIGH SCHOOL TRAINING PROGRAM FORMAT
- FREE FOR ALL YOUTH; PAID HIGH SCHOOL AND COLLEGE INTERNSHIPS





## **PUBLIC RELATIONS**

- PRESS RELEASES DISTRIBUTED TO LOCAL & NATIONAL PRESS OUTLETS
- MEDIA COVERAGE IN NOTABLE PUBLICATIONS INCLUDING GOOD MORNING AMERICA, CBS NEW YORK, PIX 11, IHEART RADIO, WNYC, NEW YORK METRO PARENTS AND MORE

## **OUTDOOR MEDIA**

- STREET / CANVASSING POSTERS EACH YEAR IN LOCAL COMMUNITIES

## **DIGITAL**

- 10+ EDUCATION EMAIL NEWSLETTERS EACH YEAR REACHING 91K+ SUBSCRIBERS
- CITYPARKS LEARN WEB PAGES REACHING 12K+ PAGE VIEWS PER YEAR
- SOCIAL MEDIA POSTS REACH 25.6K+ FOLLOWERS ACROSS FACEBOOK, TWITTER, INSTAGRAM, YOUTUBE



## INTEGRATION AND ACTIVATION BENEFITS COULD INCLUDE:

- BRANDING ACROSS SUMMER LONG MARKETING CAMPAIGN (PRINT, WEB, EMAIL, SOCIAL, OUTDOOR, ETC.)
- CREATIVE INTEGRATIONS
- CUSTOM INTEGRATION ON SITE AT SELECT EVENTS AND PROGRAMS
- GIFTING TO STUDENTS OR EDUCATORS
- OPPORTUNITY TO CREATE A SPECIAL EVENT

## GREEN GIRLS EMPOWERED BY ING

From 2020 - 2022, ING expanded its long standing support to become the title sponsor of "Green Girls Empowered by ING", making an impact on more than 475 students and nearly 400 educators annually.

Green Girls has been named an inaugural National Summer Learning Association' Climate Change Award Recipient (2020), and garnered a significant increase in visibility.

### PROGRAM INTEGRATION AND EVENTS

- ING STAFF VISITING PROGRAM SITES AND INTERACTING WITH STUDENTS
- HOSTING CAREER PREPARATION AND READINESS EVENTS FOR STUDENTS
- PARK STEWARDSHIP EVENTS WITH STUDENTS

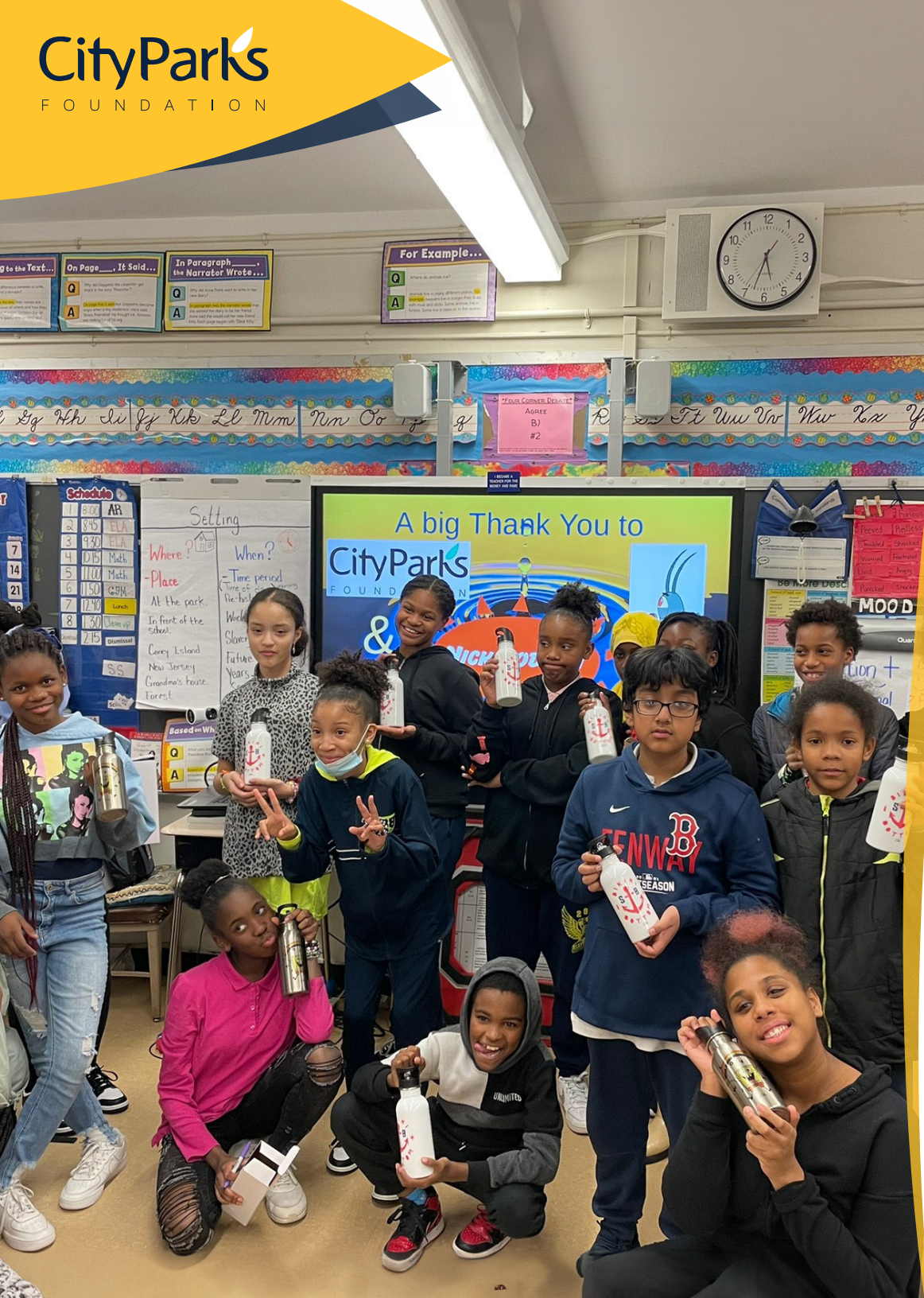
### MARKETING AND LOGO INTEGRATION AS TITLE SPONSOR INCLUDING:

- DIGITAL MARKETING (SOCIAL MEDIA, NEWSLETTER, WEBSITE), PROGRAM MATERIALS (FLYERS, T-SHIRTS, BANNERS, ETC.), PRESS RELEASES AND MORE

### PRESS COVERAGE

- **CBS NEW YORK** (2M IMPRESSIONS)
- **NY 1** (1.7M IMPRESSIONS)
- **PIX11** (2.3M IMPRESSIONS)
- **BROOKLYN PAPER** (28K IMPRESSIONS)
- **NEXT CITY** (70K IMPRESSIONS)





## COASTAL CLASSROOMS SUPPORTED BY NICKELODEON

During the 2022-23 school year, Nickelodeon sponsored our Coastal Classroom program by integrating the "Science of Spongebob" to over 130 students and 13 interns.

### COLLABORATION AND CONTENT INTEGRATION OVERVIEW

- INCORPORATED "SCIENCE OF SPONGEBOB" VIDEOS INTO THE PROGRAM CURRICULUM
- CPF ACCESS TO DIVERSE SCIENTISTS OR EDUCATORS FROM THE LA NATURAL HISTORY MUSEUM TO LEAD AND PARTICIPATE IN IN-CLASSROOM OR FIELD LEARNING EXPERIENCE (VIRTUAL OR IN-PERSON)

### MARKETING AND LOGO INTEGRATION AS SUPPORTING SPONSOR INCLUDING:

- DIGITAL MARKETING (SOCIAL MEDIA, NEWSLETTER, WEBSITE), PROGRAM MATERIALS (FLYERS, ETC.), PRESS RELEASES AND MORE
- "SCIENCE OF SPONGEBOB" RESOURCES INCLUSION ON THE PROGRAM WEBPAG

### VOLUNTEER OPPORTUNITY

- COLLABORATION ON ONE JOINT VOLUNTEER PARK CLEANUP PROJECT INCLUDING NICKELODEON EMPLOYEES WITH COASTAL CLASSROOMS STUDENTS AT A PROGRAM SITE



**FOR MORE INFORMATION PLEASE CONTACT:**

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