



**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 **400 parks, recreation centers, and public schools** across the City -- reach over **285,000 people** each year. Our ethos is simple: thriving parks mean thriving communities.

## PLAY

Our free sports programs help keep over **8,000** kids active and healthy while learningsports they can play for life -- tennis, soccer, golf, and track & field. Fitness programs help keep more than **1,000** seniors agile and connected to their communities.

## SHOWS

Our iconic Capital One City Parks Foundation SummerStage festival presents more than **80** free and benefit performances each summer to more than **220,000** attendees, featuring both legendary and emerging artists. The Swedish Cottage Marionette Theatre in Central Park and the traveling PuppetMobile present original puppetry programs for more than **20,000** kids of all ages.

## 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, Coastal Classroom, and Eco-Innovators (NEW) programs reach more than **4,100** students and **180** interns in school, after school and during the summer.

## BUILD

We help more than **31,000** 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, celebrating its 30th anniversary in 2025, 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.

PLAY

SHOWS

LEARN

BUILD





**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.

### KEY INFO

- OVER 8,000 KIDS AND 1,000 ADULTS 60+
- 51 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:**

45% FEMALE  
55% MALE

**AGE:**

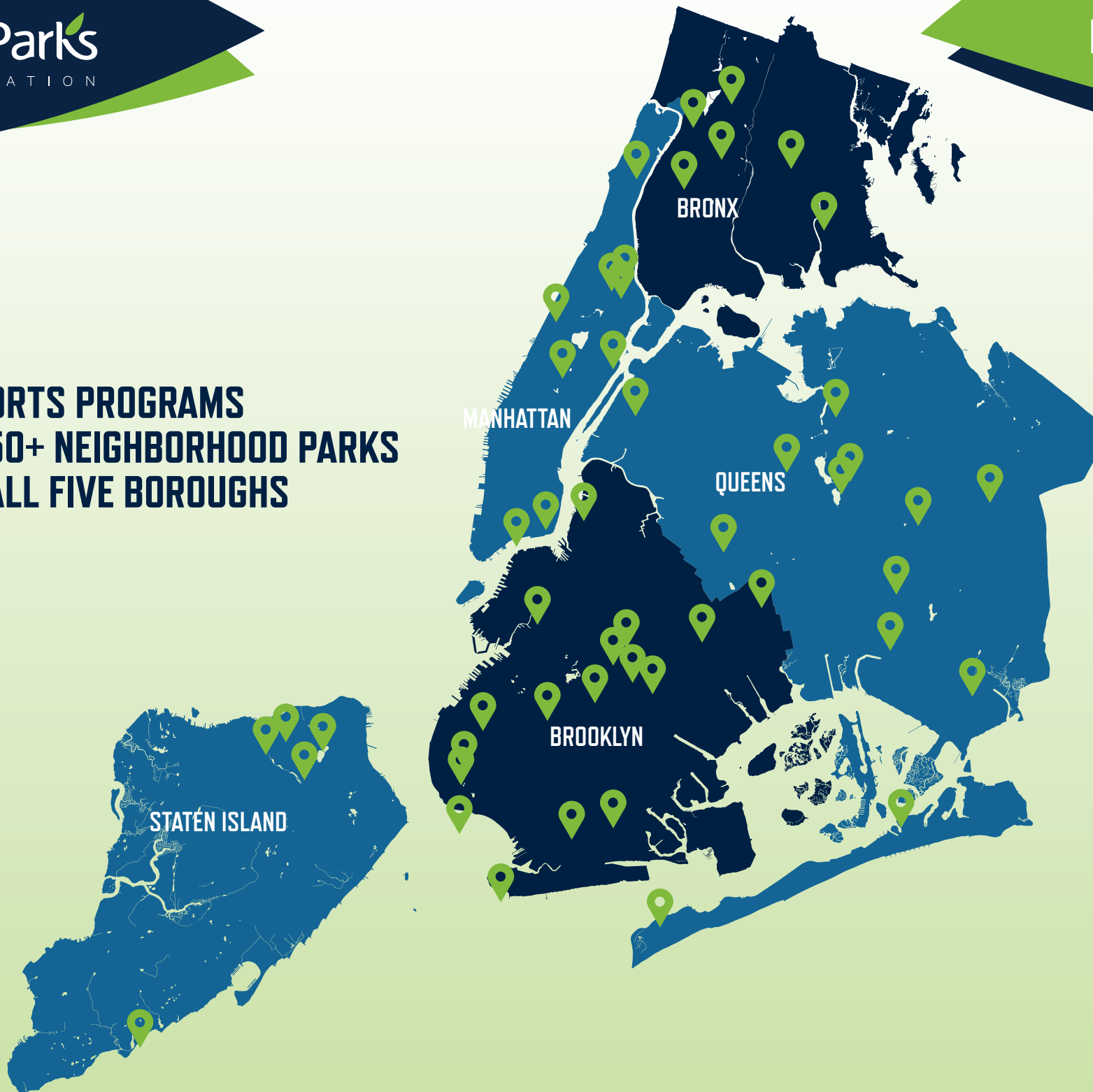
17% 6-7 YEARS OLD  
41% 8-10 YEARS OLD  
29% 11-13 YEARS OLD  
13% 14+ YEARS OLD

**RACE/ETHNICITY:**

21% ASIAN  
20% HISPANIC/LATINO  
19% BLACK  
15% WHITE  
14% TWO OR MORE RACES  
5% OTHERS  
1% NATIVE HAWAIIAN OR PACIFIC ISLANDER  
5% 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 4,100 YOUTH AGES 6-17**
- **SUMMER PROGRAM HELD JULY - AUGUST, INSTRUCTION FOR ALL SKILL LEVELS**
- **FALL PROGRAM HELD SEPTEMBER – NOVEMBER FOR BEGINNERS AT SELECT LOCATIONS**
- **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 1,580 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 BOOKS RUNNING SHOES, LIFETIME FOUNDATION AND NEW YORK ROAD RUNNERS





- FREE, GRASSROOTS PROGRAM DESIGNED TO INTRODUCE MORE THAN 710 YOUTH FROM UNDER-RESOURCED COMMUNITIES TO THE SPORT
- CO-ED SOCCER INSTRUCTION AND SCRIMMAGE PLAY, SPRING, SUMMER & FALL, AGES 6-12 IN 9 NEIGHBORHOOD PARKS
- PILOTED A NEW TEENAGE GIRL DEDICATED SOCCER PROGRAM IN 2024
- TEAMS FROM EACH PARK PARTICIPATE IN AN END-OF-SEASON TOURNAMENT AT FLUSHING MEADOWS, QUEENS
- PAST PARTNERS INCLUDE NIKE AND 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 150 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 175 KIDS ACTIVE IN THEIR LOCAL PARKS ALL SUMMER
- THREE LOCATIONS: KAISER PARK, BROOKLYN; WILLIAMSBRIDGE OVAL PARK, BRONX; BAISLEY POND PARK, QUEENS





- PROVIDES APPROXIMATELY 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 PARK LOCATIONS AND YEAR-ROUND AT 3 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





## INTERNSHIP PROGRAM

- SINCE INCEPTION IN 2017, THE CITYPARKS PLAY INTERNSHIP PROGRAM HAS SUPPORTED 43 INTERNS, ALL OF WHOM HAVE BEEN PAST PARTICIPANTS OF VARIOUS CITYPARKS PLAY PROGRAMS
- CAREER DEVELOPMENT AND LEARNING OPPORTUNITY TO PROVIDE HANDS-ON EXPERIENCE WITH PEERS AND YOUNGER CHILDREN, SPORTS INSTRUCTORS/COACHES, AND SPORTS ADMINISTRATORS
- PAID OPPORTUNITIES AND TRAININGS FOR HIGH SCHOOL STUDENTS IN OUR SPORTS PROGRAM
- INTERNS LEARN ALL ASPECTS OF SPORTS ADMINISTRATION, INCLUDING, BUT NOT LIMITED TO REGISTRATION, MARKETING, PARTNERSHIPS, AND DIRECT INSTRUCTION





- 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
- CITYPARKS GOLF CLASSIC EACH MAY OFFERS AN OPPORTUNITY TO PLAY NYC'S PREMIER COURSE AND SUPPORT OUR FREE YOUTH SPORT PROGRAMS





## PUBLIC RELATIONS

- PRESS RELEASES DISTRIBUTED TO LOCAL & NATIONAL PRESS OUTLETS
- MEDIA COVERAGE IN NOTABLE PUBLICATIONS INCLUDING WNBC, NY1, PIX11, NEWS 12, STATEN ISLAND ADVANCE, BRONX TIMES, QNS.COM AND MORE

## PRINT & DIGITAL

- PAID PRINT AND DIGITAL ADVERTISING IN OUTLETS INCLUDING AMNY, BRONX TIMES, QUEENS COURIER, AND BROOKLYN PAPER
- INCLUSION IN 10+ SPORTS EMAIL NEWSLETTERS EACH YEAR REACHING 95K+ SUBSCRIBERS
- PROMOTION ON OUR CITYPARKS PLAY WEB PAGES REACHING 207K+ PAGE VIEWS PER YEAR
- SOCIAL MEDIA PROMOTION REACHING 33K+ FOLLOWERS ACROSS FACEBOOK, X, INSTAGRAM, LINKEDIN
- PROMOTED POSTS ACROSS FACEBOOK AND INSTAGRAM

## OUTDOOR MEDIA

- PROGRAM SUPPORT FROM GYM TV | ZOOM MEDIA PROMOTING SPORTS PROGRAMS ACROSS THEIR FITNESS TV NETWORK IN 80+ NEW YORK CITY GYMS, REACHING 12M+ IMPRESSIONS





## 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
- COMMUNITY ENGAGEMENT
- PRODUCT SAMPLING
- CREATIVE INTEGRATIONS
- OPPORTUNITY TO CREATE A SPECIAL EVENT
- NAMING OPPORTUNITIES OF PROGRAMS
- INTEGRATION INTO STUDENT ACTIVITIES AND LESSON PLANS (WHEN APPLICABLE)





**FOR MORE INFORMATION PLEASE CONTACT:**

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Pictured Above: Clinic with professional golfer, Azahara Muñoz