



2025 SPONSORSHIP OPPORTUNITIES



FOR MORE INFORMATION, CONTACT

Jasmin LoBasso | Director of Community Relations
661.392.2000 | jlobasso@norrecreation.org



Since 1955, the North of the River Recreation & Park District (NOR) has been dedicated to enhancing the quality of life for residents in North Bakersfield through diverse recreational programs and facilities. As a local business and organization, we invite you to join the Foundation in investing in the residents of our community through sponsorship.

About NOR and the Foundation

NOR is a Special District in North Bakersfield, whose mission is to provide recreation programs and facilities for the benefit of the North of the River community. NOR plays an important role in enhancing quality of life for residents. The North of the River Recreation Foundation is a 501(c)3 nonprofit committed to supporting quality of life programs and initiatives. By raising private funds, the Foundation helps sustain and enhance the livability of our community through recreational opportunities for all.

Your Contribution Makes a Difference

All sponsorship contributions are tax-deductible and directly support community programs and services. Your partnership demonstrates a strong commitment to enhancing the success and well-being of the North of the River community.

How Your Business Benefits

Your business will gain exposure through NOR's comprehensive marketing efforts, including social media, print, and community outreach, providing valuable visibility within the local community.

Thank you for considering sponsorship. We truly believe that together, we can create transformative and engaging recreational experiences and spaces for community members in Bakersfield. We look forward to the possibility of working alongside your dedicated team and making a lasting impact in our community, and through your support, growing the programs NOR offers to the community.

Thank you so much for your contribution!

Sincerely,

Bret Haney
General Manager, NOR

Jasmin LoBasso
Director of Community Relations, NOR
Chief Executive Officer, NOR Foundation

OPPORTUNITIES

There are many different ways to support the North of the River Recreation and Park District through the Foundation as a sponsor!

Targeted Program Sponsorships

Program sponsorships offer businesses and organizations the opportunity to directly support recreational programs, events, and services, helping to ensure the continued availability of low-cost opportunities for the community. Whether you're interested in supporting a specific event, sports league, class, or facility, your sponsorship provides meaningful brand exposure and engagement with local residents and visitors.

Benefits may include, but are not limited to, recognition across:

- NOR social media platforms.
- During a meeting of the NOR Board of Directors.
- On the program page of the NOR website.
- In various promotional materials.

Opportunities for 2025 include:

- **Classes** - Sponsor classes to make it available at a reduced price point.
- **Tournaments** - Increase visibility in supporting large-scale competitive events.
- **Youth Sports** - Sponsor a team, program, or tournament and feature your business.
- **Special Events** - Gain exposure at large-scale community events, such as our seasonal Fall Festival or Annual Christmas Parade.

If you're interested in a different area of focus or would like to explore other sponsorship options, we're happy to discuss a customized package that meets your needs.

In-Kind Sponsorships

By donating goods or services, you directly support the mission of NOR District and the NOR Foundation, all while gaining brand exposure. In-kind donations help allocate existing funding toward programs and park improvements.

Examples of in-kind sponsorships include:

- Bottled water, snacks, or catering for events.
- Equipment rentals, including tables, chairs, and sound systems.
- Marketing, media, or promotional services.
- Branded giveaways or event prizes.
- Sports equipment for specific programs.

We'd love to customize a sponsorship package that aligns with your organization's goals and community involvement. Let's work together to make a lasting impact in North Bakersfield!

NOR MARKETING

NOR's programs are promoted through a comprehensive marketing strategy, with a mix of digital, print, media press, and in-person outreach.

Targeted Social Media Advertising & Engagement

- Organic and paid promotions on Facebook, Instagram, Twitter's X, & LinkedIn reaching 7,000+ followers.
- Program spotlights, event highlights, and participant testimonials.

Email Marketing

- eBlasts reaching 14,500+ subscribers, including past participants, local community members, partners, and local organizations, are distributed on a biweekly basis.

Website & Digital Presence

- Recreation program pages on our website with 150,000+ annual visitors.
- RecTrac, our online registration platform, ensures direct access to program details.

Community Partnerships & Extensive Public Relations Outreach

- Promotions through local newspapers, radio stations, digital news outlets, and community calendars.
- Collaboration with schools, libraries, and businesses to extend our reach.
- Press releases, media alerts, and interviews with local news outlets.

On-Site & Print Marketing

- The FunBook, NOR's seasonal activity guides, are distributed to partner organizations and community centers across the District.
- Program banners at high-traffic park locations..



CLASSES



Senior Drop-In Exercise Classes

Drop-In Classes provide older adults with opportunities to stay active, socialize, and enhance their well-being, promoting movement and fun.

Estimated Participation: 500+

Estimated Reach: 1,500+

How Contributions Are Used

All funds generated from sponsorships are donated to NOR to help support staffing expenses and allows classes to be offered at a discount or for FREE.

Sponsorship Tiers **INCLUDE:**

Silver Circle

1
\$250

| | | |
|---|---|--|
| Shoutout in a combination post on one of NOR's social media platforms. | X | |
| Acknowledgement of Foundation contribution at the NOR Board of Directors. | X | |
| Acknowledgement on program page of the NOR website. | X | |

Golden Years Sponsor

With a \$4,000 sponsorship, the Golden Years Sponsor will make one senior class completely FREE to participants for an entire year, fostering connection, wellness, and lifelong learning. This sponsorship receives all benefits from Tier 1, in addition to a sponsor highlight in a dedicated class press release, demonstrating a commitment to enriching the lives of our senior community. **Join us in making a lasting impact!**

TOURNAMENTS



3v3 Madness: Basketball Tournament

Basketball is a fast-paced and exciting sport that brings players together in competition and teamwork. This tournament is our first-ever 3v3 Basketball Tournament, designed exclusively for teens. All skill levels are welcome to join the fun and showcase their game on the court!

Estimated Participation: 150+

Estimated Reach: 1,500+

How Contributions Are Used

All funds generated from sponsorships are donated to NOR to help support staffing and supplies expenses associated with organizing a tournament. Funds generated at the second tier also make registration FREE for a team.

Sponsorship Tiers INCLUDE:

Champion
1
\$250

MVP
2
\$350

| | 1 \$250 | 2 \$350 | |
|---|------------|------------|--|
| Shoutout in a combination post on one of NOR's social media platforms. | X | X | |
| Acknowledgement of Foundation contribution at the NOR Board of Directors. | X | X | |
| Acknowledgement on program page of NOR website. | X | X | |
| Banner with Sponsor Logo at North Rosedale facility. | X | X | |
| One Team entry valued at \$150. | | X | |

YOUTH SPORTS



Youth Summerball

Summerball is one of NOR's longest-running recreational programs serving boys' baseball ages 8-15 and girls' softball ages 8-14.

Estimated Participation: 300+

Estimated Reach: 12,000+

How Contributions Are Used

All funds generated from sponsorships are donated to NOR to help support staffing and supplies expenses associated with organizing a seasonal sports league.

Sponsorship Tiers INCLUDE:

Triple Play
Grand Slam

1
\$300

2
\$500

| | 1 \$300 | 2 \$500 | |
|--|--------------------------|--------------------------|--|
| Shoutout in a combination post on one of NOR's social media platforms. | X | X | |
| Acknowledgement of Foundation contribution at the NOR Board of Directors. | X | X | |
| Acknowledgement on program page of the NOR website. | X | X | |
| Banner with Sponsor Logo at Polo Park and Fruitvale-Norris ballfields during season. | | X | |

SPECIAL EVENTS



70th Anniversary Event / Fall Festival

Since 2017, the Fall Festival has been NOR's FREE Autumn celebration, inviting residents of all ages to explore parks across the District.

Estimated Participation: 5,000+ Estimated Reach: 10,000+

How Contributions Are Used

All funds generated from sponsorships are donated to NOR to help support operational expenses of holding a special event.

Sponsorship Tiers INCLUDE:

Bronze *Silver* *Gold* *Platinum*
1 **2** **3** **4**
\$500 **\$1,000** **\$2,500** **\$5,000**

| | <i>Bronze</i> 1 \$500 | <i>Silver</i> 2 \$1,000 | <i>Gold</i> 3 \$2,500 | <i>Platinum</i> 4 \$5,000 |
|--|---|---|---|---|
| Shoutout in a combination post on one of NOR's social media platforms. | X | X | X | X |
| Acknowledgement of Foundation contribution at NOR Board of Directors. | X | X | X | X |
| 11x17in ballard sign with Sponsor Logo at event. | X | | | |
| Banner with Sponsor Logo at event. | | X | X | X |
| Placement of Sponsor Logo on event marketing materials. | | | X | X |
| Dedicated social media shoutout video on all NOR's social media platforms. | | | | X |

Legacy Sponsor (One Available)

The Legacy Sponsor for NOR's 70th Anniversary event will help bring the community's first FREE drone show to the area. With a **\$20,000** sponsorship, the organization will receive premier recognition as well as all benefits from Tiers 1, 2, 3, and 4 and help showcase their commitment to creating lasting memories by supporting this unforgettable experience.

Contact us to discuss how your brand can shine in the sky!

SPECIAL EVENTS



Annual NOR Christmas Parade

Since 1973, the Annual NOR Christmas Parade has invited residents of all ages to take part in a non-motorized daytime walking parade.

Estimated Participation: 5,000+ Estimated Reach: 21,000+

How Contributions Are Used

All funds generated from sponsorships are donated to NOR to help support operational expenses of holding a special event.

Sponsorship Tiers INCLUDE:

Online
1
\$150

On-Site
2
\$300

Streaming
3
\$500

| | 1 \$150 | 2 \$300 | 3 \$500 | |
|---|-------------------|-------------------|-------------------|--|
| Shoutout in a combination post on one of NOR's social media platforms. | X | X | X | |
| Acknowledgement of Foundation contribution at the NOR Board of Directors. | X | X | X | |
| Acknowledgement on program page of the NOR website. | X | X | X | |
| Sponsorship of a section of the staging area within the Parade Route. | | X | | |
| Acknowledgement with shoutout and logo on the event's streamed coverage. | | | X | |

Patron Sponsor

Support the magic of the Annual NOR Christmas Parade by donating items for winning parade entries or for our esteemed Grand Marshal. Your generous contribution will help us recognize participants and community leaders while showcasing your business' holiday spirit and will receive benefits from Tier 1. **Contact us to learn how your business can be part of this cherished tradition with materials donations.**

GENERAL DONATIONS



Community Care Sponsors

The Community Care Sponsor supports senior meal programs, ensuring access to essential nutrition services for seniors. Donations are accepted at any rate, with sponsorship recognition at larger contributions beginning at **\$150**.

Scholarship Sponsors

The Scholarship Sponsor supports recreational opportunities for youth in our community, ensuring access. Donations are accepted at any rate, with sponsorship recognition at larger contributions beginning at **\$150**.

Your generosity fuels these vital programs. Contact us to learn how you can make a difference today!

Recognition INCLUDES:

Shoutout in a combination post on one of NOR's social media platforms.

Acknowledgement of Foundation contribution at the NOR Board of Directors.

Acknowledgement on program page of the NOR website.

Don't see a program listed here that you'd like to contribute to?

We'd love to customize a sponsorship package that aligns with your organization's goals and community involvement. Let's work together to make a lasting impact in North Bakersfield!



Support Our Community

Become a Sponsor Today!

Your generosity makes a difference in our community!

Select the program you'd like to sponsor:

Senior Classes

- Silver Circle \$150
- Golden Years \$4,000

3v3 Madness: Basketball Tournament

- Champion \$250
- MVP \$350

Youth Summerball

- Triple Play \$300
- Grand Slam \$500

Fall Festival 70th Anniversary Event

- Bronze \$500
- Silver \$1,000
- Gold \$2,500
- Platinum \$5,000
- Legacy \$20,000

Annual NOR Christmas Parade

- Online \$150
- On-Site \$300
- Streaming \$500
- Patron (Non Monetary)

General

- Community Care \$_____
- Scholarship \$_____

Custom

Program: _____
\$_____

PLEDGE YOUR SPONSORSHIP:

Contact Name: _____

Phone: _____

Email: _____

Organization Name: _____

Address: _____

Pay by Credit Card!



Sponsorships are payable by Check or Credit Card to North of the River Recreation Foundation.

The Foundation is a 501(c)(3) and all donations are tax deductible.

Thank you so much for your contribution!