

A photograph of a woman with dark hair, smiling and holding a baby. Both are wearing light brown, fuzzy teddy bear hooded outfits. They are outdoors at a playground, with wooden structures and green foliage in the background.

SPONSORSHIP OPPORTUNITIES



NORTH OF THE RIVER
RECREATION
FOUNDATION

FOR MORE INFORMATION, CONTACT

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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

Provide Meaningful Brand Exposure

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

Opportunities include:

Targeted Program Sponsorships: Business and organizations can directly support recreational programs, events, and services, helping to ensure the continued availability of low-cost recreation for the community. Whether you're interested in supporting a **class** to make it available at a reduced price point, a **sports league** to keep recreational affordable, increase visibility in **tournaments**, increase access through the **Youth Scholarship Fund**, or gain exposure at large-scale **community events** like our Fall Festival or Annual NOR Christmas Parade, sponsoring a targeted opportunity results in immediate impact.

In-Kind Sponsorships: By donating goods or services, you directly support the mission of NOR District and the NOR Recreation Foundation, all while gaining brand exposure. In-kind donations help allocate existing funding towards programs and park improvements. Examples include bottled water, snacks, catering, equipment rentals, marketing and promotional services, branded giveaways or event prizes, and sports equipment for specific programs.

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

Targeted Social Media Advertising & Engagement: NOR social media platforms with organic and paid promotions, program spotlights, event highlights, and participant testimonials, **reaching 11,200+ followers**.

Email Marketing: NOR eBlasts to past participants, local community members, partners, and location organizations distributed on a biweekly basis, **reaching 14,500+ subscribers**.

NOR Website & Digital Presence: NOR online presence, reaching **150,000+ annual visitors** on recreation program pages and via RecTrac, our online registration platform.

Community Partnerships & Extensive Public Relations Outreach: NOR promotions through local print and digital news outlets, community calendars, and collaborations with schools, libraries, and businesses.

On-Site & Print Marketing: NOR FunBook, a seasonal activity guide, distributed to partner organizations and centers across the District along with high-traffic visibility with banners at park locations.

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!



Sponsorship Tiers

STANDARD BENEFITS	TIER 1 \$150	TIER 2 \$350	TIER 3 \$500	TIER 4 \$1,000	TIER 5 \$2,500	TIER 6 \$5,000
Shoutout in a combination post on one of NOR's social media platforms.	X	X	X	X	X	
Acknowledgement of Foundation contribution at the NOR District Board of Directors meeting and NOR Recreation Foundation Board of Directors meeting.	X	X	X	X	X	X
Acknowledgement on program page of the NOR website.	X	X	X	X	X	X
11x17 ballard sign with Sponsor Logo at event.		X	X			
Banner with Sponsor Logo at facility and/or event.				X	X	X
Placement of Sponsor Logo on digital marketing materials, including eBlasts.					X	X
Dedicated social media shoutout video on all of NOR's social media platforms.						X
EVENT-SPECIFIC BENEFITS						
Pickleball Tournaments: One team entry fee or one promotional booth space, subject to NOR approval and event guidelines.			X	X	X	X
Christmas Parade: Acknowledgement with shoutout and Sponsor Logo on the event's streamed coverage.					X	

Support Our Community

Become a Sponsor Today!

PLEDGE YOUR SPONSORSHIP:

Contact Name: _____

Phone: _____

Email: _____

Organization Name: _____

Address: _____

Pay by Credit Card!



Sponsorships are payable by Credit Card 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!