

Impacting the Lives of El Segundo Youth, Seniors and Families

The City of El Segundo Recreation, Parks and Library Department strives to improve the quality of the lives of El Segundo residents by offering a variety of programs, services and activities to enrich lives.

The Annual Community Sponsorship Campaign aims to foster relationships between local businesses and the City of El Segundo that help the Recreation, Parks and Library Department to sustain programs and services while also creating marketing channels for our business partners.



El Segundo
**REC, PARKS,
& LIBRARY**
We Engage... We Inspire... We Play..

Contact Us

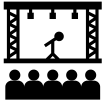
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Annual Community Sponsorship Campaign

2023-2024

What Programs and Activities Can My Business Sponsor



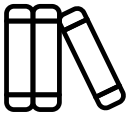
Community Events

The City of El Segundo does events right! From the 4th of July Fireworks to the Summer Concerts to the Tree Lighting on Main Street, our events bring families together with neighbors and friends to celebrate life in El Segundo.



Youth & Teen Programs

The Department offers a wide variety of programs for local youth including aquatics programs, sports, day camps, drama classes, and trips. Your sponsorship helps reduce costs to residents making activities affordable for all.



Library & Cultural Art Programs

The El Segundo Public Library is a full-service Library that promotes literacy and lifelong learning through loaned materials, classes, programs and events. The Library also celebrates and promotes the arts and cultural opportunities.



Senior Programs

The City of El Segundo strives to help the aging community enjoy the later years in life to the fullest. With a variety of social activities, meal programs and low-cost transportation, El Segundo ensures our most precious population thrives.

How Will My Sponsorship Benefit My Business

El Segundo residents take great pride in their community. By becoming a partner with the Recreation, Parks and Library Department, you build trust with the community and have the potential to attract loyal customers who will support your businesses in return. Sponsors receive promotional opportunities and benefits that create a buzz around your business. Be a part of the team that makes life in El Segundo so special.

Sponsorship

The Recreation, Parks and Library Department offers a wide variety of sponsorship opportunities to best meet the needs of your business or organization. You decide what you'd like to support and how your dollars are spent.

Sponsor Benefits Can Include:

Sponsor logo on marketing materials including website advertisements, social media posts, flyers, banners.

Sponsor recognition at City Council meeting.

Sponsor recognition at event, activity.

Booth space at events.

Sponsor business banner space at event, activity or facility.

**Sponsorship levels and benefits vary. Please see attached 2023 Opportunities for more details.

Sample Sponsorship Levels

Fourth of July Celebration	Commitment
Platinum Sponsor	\$10,000
Gold Sponsor	\$7500
Silver Sponsor	\$5000
Bronze Sponsor	\$2500
Community Sponsor	\$1000

