

NRPA's

Family Health and Fitness Day

2023 Sponsorship Opportunities



NATIONAL
RECREATION AND PARK
ASSOCIATION



The National Recreation and Park Association's **Family Health and Fitness Day (NRPA FHFD)**, held this year on **June 10, 2023**, is a nationwide celebration of the essential role local parks and recreation play in keeping individuals, families, and communities healthy and active!

This annual campaign is an opportunity **for everyone** — including companies and their employees — to discover, embrace, and share the power of well-being in their communities.





**When families want to get healthy and active together, there is one place they go -
their local park!**

Measurable Benefits to Family Health and Well-Being



CDC Recommended

Public health officials at the CDC officially recommend combining infrastructure improvements with programming, community engagement and public awareness campaigns to increase physical activity in parks



Physical Activity

People, including children and youth, who use parks and open spaces are **3x more like to achieve recommended levels of physical activity** than non-users



Cardiovascular & Mental Health

Time in parks improves physical and mental health, including **decreased stress, blood pressure, and risk of certain chronic diseases; improved ability to cope with stress, and reduced symptoms of anxiety and depression**



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Parks and recreation lead to better health outcomes that result in **less reliance on medication, fewer trips to the hospital, and lower healthcare costs**

Parks and Recreation Have Exceptional Reach Among Families and Youth



Over **40 million youth** are reached through park and recreation spaces, programs, and services each year, second only to public schools



Over **275 million U.S. residents** visited a local park and recreation facility at least once during the last year, with families visiting local facilities an **average of 22 visits** per year



Nearly **90% of park and recreation agencies** offer structured sports, fitness classes, and health education for community members

Families View and Value Parks and Recreation As Essential



More than 200 million people live within a 10-minute walk of a park or trail



84% of U.S. adults seek high-quality parks and recreation when choosing a place to live



77% of people rate health and wellness as an important area on which their local park and recreation agency should focus



However, not everyone experiences the same health and wellness benefits of parks and recreation in their community.

100 million people, including 28 million youth, still do not have access to quality park and recreation facilities, programming, and experiences within a 10-minute walk of home.

You can help NRPA close that gap and create healthier communities nationwide!



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The National Recreation and Park Association (NRPA) is the leading nonprofit organization dedicated to building **strong, vibrant** and **resilient** communities through the **power of parks and recreation.**

NRPA advances this vision by investing in and championing **the 10,000 local park and recreation agencies nationwide** as a catalyst for positive change in service of **equity, climate-readiness, and overall health and well-being.**

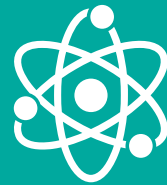


NRPA Works with Local Park and Recreation Agencies to Advance Meaningful and Measurable Impact

In 2022, NRPA:



Invested \$4.8 million
in local park and
recreation projects



Reached 465 communities
through health,
equitable access, and
resilience funding,
training, and
technical assistance



Impacted over **1.4 million people** through NRPA's local programs, including 83% people living in low-income households, 48% people of color, and 20% Hispanic or Latino

Join NRPA's Family Health and Fitness Day 2023 Campaign

NRPA's Family Health and Fitness Day is the ONLY nationwide annual celebration of the power of parks and recreation in promoting family health and well-being.

This campaign sets the stage for an entire summer of family fun and connection while discovering the lifelong health and well-being benefits of local parks.





Mark Your
Calendars for
June 10, 2023!



With NRPA's leadership, guidance and resources, local agencies in every city and county nationwide can participate in this amazing public health campaign on **June 10, 2023**, to get families active and healthy in their local parks.

Examples of park and recreation activities include:

- Hosting health and wellness events.
- Providing volunteer opportunities.
- Engaging local media and community partners.
- Sharing local stories and advancing NRPA FHFD talking points and digital assets on social media.
- And so much more!



NRPA's Reach Across the Park and Recreation Network is Unmatched

- **60,000+** park and recreation members, representing thousands of urban, suburban, and rural communities across all 50 states.
- **80,000+ followers** on social media.
- **153,442 monthly web page views** on www.NRPA.org.
- **127,855 total downloads** of NRPA's Open Space Radio podcast (listed in Top 25 of Apple Podcasts nonprofit chart).
- **91% of NRPA readers** have purchasing power at their agency; **89% of NRPA readers** say magazine advertisements play a role in purchasing decisions.
- Direct access to leaders of the **top 225 metropolitan P&R departments** nationwide through NRPA's Urban Leaders network.
- Members **look to NRPA** for professional development, funding, training, toolkits, resources, research and more!



NRPA FHFD Campaign Metrics and 2023 Goals



2022 Campaign Metrics

- **2,034** NRPA FHFD toolkit **downloads** by P&R agencies.
- **2.1 million impressions** combined social/traditional media.
- **458 mentions** on social and traditional media (420% increase from typical day).

2023 Campaign Goals

- Increase NRPA FHFD Toolkit downloads to **2,500 agencies**.
- Increase the number of impressions to **3 million**.
- Increase the number of NRPA's Annual FHFD mentions to **800 mentions**.

Help Make 2023 the Best Celebration Yet!



NRPA's FHFD 2023 Sponsorship Opportunities

NRPA is inviting new sponsors to collaborate in the 2023 NRPA Family Health and Fitness Day Campaign!

NRPA welcomes partners to help support this important campaign, collaborating with NRPA to advance meaningful and creative engagement and public awareness strategies that get communities healthy and active.

Sponsors receive a host of benefits throughout calendar year 2023 and are encouraged to collaborate to build awareness of the essential role of P&R in promoting family health and fitness.



2023 Sponsor Benefits

Sponsor Level	Benefits
Silver: \$10,000	<ul style="list-style-type: none">• Use of NRPA FHFD logo and “Proud Sponsor of NRPA Family Health and Fitness Day” and related approved copy in sponsor’s digital and print communications.• Sponsor recognition in NRPA FHFD Toolkit (over 2,000 agency downloads), webpage, press release and house ad in <i>Parks & Recreation</i> magazine (153,000+ readership).• Partner/sponsor recognition on NRPA FHFD webpage, annual report, “donor signage” at conference, and related postings.• NRPA FHFD Sponsor Toolkit with pre-approved copy and graphics, guidance on how to partner with local P&R agencies, and other resources for meaningful campaign engagement.• NRPA FHFD: 2023 Sponsor Summary Report with metrics, impacts and successes.



2023 Sponsor Benefits

Sponsor Level	Benefits
Gold: \$25,000+	<p>Includes the Silver Level benefits, as well as the following new benefits:</p> <ul style="list-style-type: none">• Sponsor recognition in NRPA's new Parks and Public Health Issue Brief (to be distributed across P&R, public health, and public audiences).• Sponsor Recognition in NRPA FHFD webinar; This pre-recorded talk for NRPA members will provide guidance on how to plan for NRPA FHFD, featuring national public health leaders and local agencies presenting on their NRPA FHFD engagement plans and successes. The session will be moderated by NRPA's Health Team. Estimated reach of 350 park and recreation professionals by June 30, 2023. The talk qualifies for Continuing Education Units (CEUs) for members and will be available for future on-demand viewing.• Sponsor recognition in episode of Open Space Radio podcast.• Invitation to NRPA's Board Chair's Reception at the 2023 Annual Conference (exclusive to Board members, donors, and partners).• Categorical/industry exclusivity for this campaign. (<i>*Restrictions may apply</i>)• One-on-one access to NRPA to support campaign engagement (one 1-hour zoom call).



Creative Opportunities to Maximize Sponsor Campaign Engagement and Collaboration



**Point-of-Sale Donations
from Consumers**



**Discounts and In-Kind
Donations to P&R Agencies
and Professionals**



**Press Releases Promoting
Campaign Participation**



**Digital and In-Store
Promotional Signage**



**Facilitate Events with Local
P&R Agencies (including
events for employees and
families)**



**Other Creative
Opportunities to Maximize
Engagement and Impact**

How to Get Involved

NRPA will accept new 2023 sponsor requests for NRPA Family Health and Fitness Day until **February 28, 2023.**

To learn more about NRPA FHFD engagement and NRPA's other partnership opportunities, **please contact NRPA's Senior Development Officer, Cassie Pais, at cpais@nrpa.org.**

Cassie Pais
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