



REC SQUAD'S
JUMP



EL CAJON

PARKS & REC

SPONSORSHIP PACKAGE

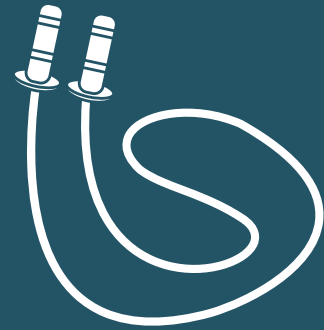
THE CITY OF EL CAJON



KAISER PERMANENTE®

**Parks
Make
Life
Better!**SM

BACKGROUND



With the recent closures of the "active recreation" amenities in city parks, including playgrounds, the City of El Cajon Parks & Rec Department used its Rec Squad to create the "Hopscotch Challenge" launched on Saturday, March 28. See promo video here:

https://youtu.be/e5qZy_I3HcU

We had 91 homes register in the first 24 hours asking for the Rec Squad to come and draw hopscotch in front of their homes in sidewalk chalk. The promo video has received over 9,000 views in the first three days on Facebook alone. We recognize this is a movement to connect with our community that promotes health and wellness strategies.



JUMP PROPOSAL

We are seeking KP to be a sponsor to launch our next phase to engage our city with the Rec Squad's Jump. The Rec Squad in the re-purposed bright orange van will be distributing 250 jump ropes throughout the city for free to any household that applies. The launch for this will be no later than April 10.

\$2,500 - Sponsor Commitment Sought

Sponsorship includes:

- Jump ropes with logo sticker included on the handle
- Recognition at a City Council meeting
- Rec Squad safely delivering at each doorstep
- KP logo on all promotional media, including print, electronic and video
- Distribution of KP promotional materials
- Recognized as the only sponsor of Jump

