

County of San Diego

Parks and Recreation



Support San Diego County Parks with your name!

Parks Make Life Better!

A Campaign for the
Future of Our Parks!



Table of Contents



For Everyone Forever.....	4
Campaign Goal	5
Parks and Partnerships.....	6
Naming Opportunities.....	7
Baseball Fields.....	8
Playgrounds.....	9
Staging Areas	10
Sports Arenas and Sports Courts	11
Amphitheaters.....	12
Skateparks and Splash Parks	13
Swimming Pools	14
Community Gardens.....	15
Community Center Rooms.....	16
Trails	17
Naming Rights Benefits	18
Park Amenities Eligible for Naming Rights.....	19
Naming Rights Signage Sizing	21
Trails Eligible for Naming Rights	22
Donate to The San Diego County Parks Society	23



DPR provides ways to link a donor's name with parks that are the pride of San Diego. There are naming opportunities ranging from community gardens, and ball fields, to multi-use trails.

Your support will enable visitors to enjoy the quality and excellence that is synonymous with the County of San Diego Department of Parks and Recreation.

For Everyone Forever

The award-winning facilities in the County of San Diego Department of Parks and Recreation (DPR) system are home to beautiful indoor and outdoor spaces that provide the best recreational value for our visitors.

San Diego County Parks are challenged to continue providing the best recreational facilities for our visitors. As popular as our facilities are, we need to rely on the support of businesses, organizations and individuals that share our passion for enriching the community.



The County of San Diego Parks and Recreation Department seeks to raise \$3,600,000 to extend the excellence that is associated with our parks, open space, trails, facilities, and programs.

Campaign Goal

Our goal is to continue to provide much needed and desired services, programs, and opportunities for County residents at low or no cost. In order to continue to meet public demand for services and facilities, we are seeking like-minded partners to assist DPR in leveraging tax payer dollars.



Why embark? First, to ensure the finest facilities and recreation possible, and to do this at rates that are affordable for local residents. Second, to continue to offer the best quality destination for residents and visitors from across the world.



The Parks and Recreation Department may consider the naming of a park amenity for an organization, business or individual that has given or offered to give an appropriate financial contribution to acquire, construct or enhance a park and recreation amenity.

A significant financial contribution means a payment of a percentage of the assessed asset value of the park amenity, utilizing a fair market value analysis. Value includes, but is not limited to the cost of the acquisition, construction, or improvement of the County park amenity requested for naming.

It is preferred that naming partners are businesses, non-profit groups, or individuals that promote mutually beneficial relationships for the Parks and Recreation

Department and support the department's goals and mission. All potential naming opportunities will be reviewed in terms of creating on-going working relationships. The proposed naming opportunity should be consistent with a park's master plan, character, and design intentions and should contribute to the facility's function or design.

The interest from the naming rights fund will be used to support a variety of projects ranging from the upkeep of playgrounds and landscaping of the park, to maintenance of our parks and facilities.

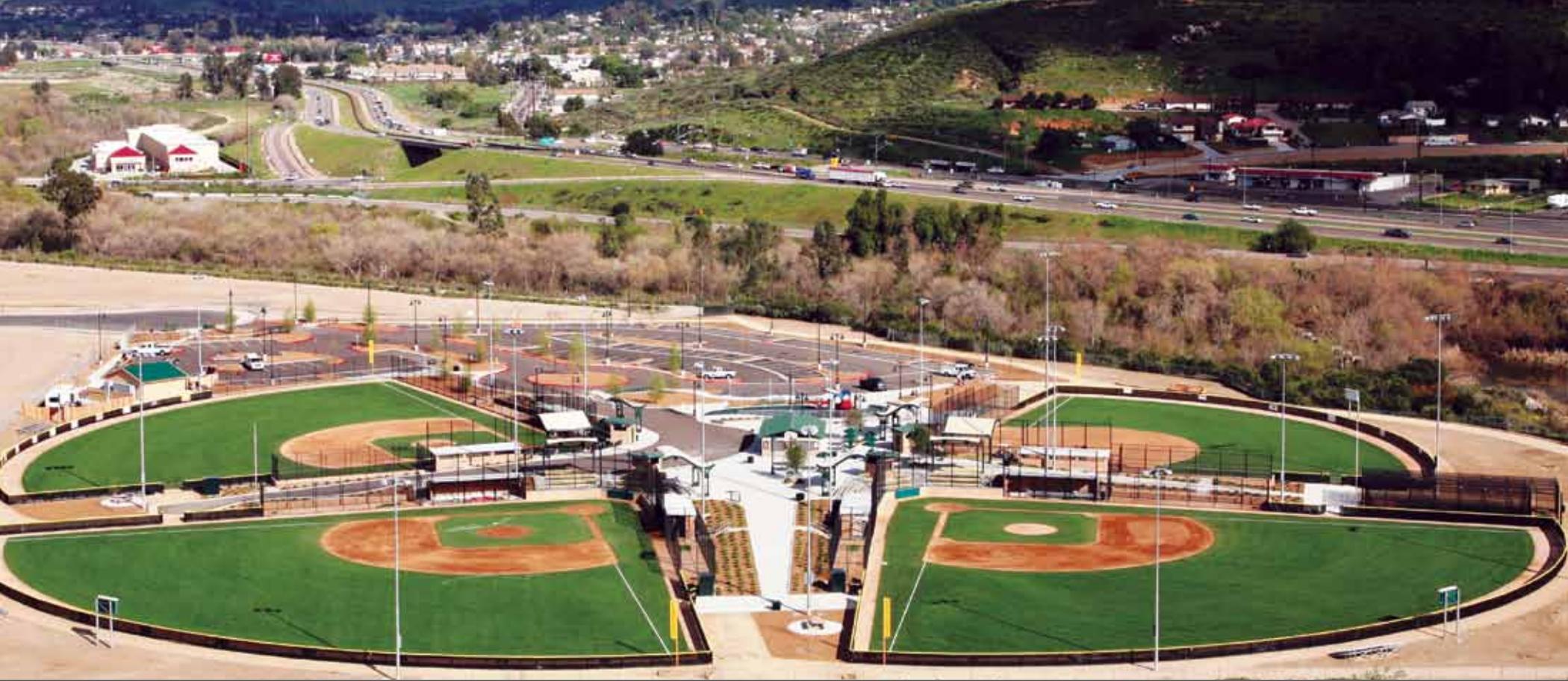
Parks and Partnerships



Naming Opportunities

The naming of amenities that support the future of our parks provides an ideal opportunity to link a namer's business with the quality and excellence that is synonymous with the County of San Diego Department of Parks and Recreation.

A strong brand is invaluable as the battle for customers intensifies in the marketplace. It's important to invest in ways that will define and build your brand to inspire credibility, target prospective customers with an emotional connection, and motivate the buyer to maintain loyalty for your product. There are many opportunities available.



Lakeside Ballfields

Baseball Fields \$2,000 to \$40,000

By supporting and endorsing one of DPR's many baseball fields, you will be connecting with thousands of visitors that share your love for the sport, while helping your business build brand awareness.

Baseball Field	Ball Field
4S Ranch Sports Park Complex	1, 2, 3, 4, 5
Cactus Park Ballfields	1, 2, 3, 4
Lakeside Ballfields	1, 2, 3, 4
Rios Canyon Ballfields	1, 2, 3, 4
Sweetwater Ballfields	1, 2, 3, 4, 5
Sweetwater Lane Sports Complex	1, 2, 3, 4
Tijuana River Valley	1, 2, 3, 4, 5



Playgrounds \$2,000 to \$40,000

DPR manages a number of playgrounds throughout the County that are frequented by children and families who love to play and enjoy the outdoors.

Playgrounds

Collier Community Park

Dos Picos County Park

Fallbrook Community Center

Felicita County Park

Flinn Springs County Park

Lindo Lake County Park

Nancy Jane County Park

Otay Lakes County Park

Rios Canyon County Park

San Dieguito County Park

Spring Valley County Park

Staging Areas \$6,000 to \$36,000

Let San Diego County Parks take you on a journey through our vast trail system where large staging areas welcome hikers, bikers, and equestrians to experience the wonders of nature.

Put your name on the gateways to our popular trail system and gain thousands of impressions a year where outdoor enthusiasts can enjoy the spectacular views and catch a glimpse of wildlife.



Staging Areas

El Monte County Park

Otay Valley Regional Park

Ramona Grasslands Preserve

Sweetwater Summit Regional Park

Tijuana River Valley Regional Park



Sports Arenas \$10,000 to \$40,000

DPR maintains and/or operates many sports facilities throughout San Diego County, including soccer arenas, and roller hockey rinks.

Sports Courts \$2,500 to \$40,000

Prominently position your name for sports enthusiasts to see at one of our sports courts. Gain access to a target audience with an advertising solution that is sure to see a return on investment.

	Sports Arenas	
	4S Ranch Sports Park Hockey Arena Collier County Park Soccer Arena	
	Basketball Courts	
	4S Ranch Sports Park Fallbrook Community Center Spring Valley Gym	
	Tennis Courts	
	4S Ranch Sports Park Fallbrook Community Center Lindo Lake County Park	



Sweetwater Summit Regional Park

Amphitheaters \$5,000 to \$24,000

Amphitheaters allow a large group of people to gather for special events and presentations. These are great venues where businesses can target their brands to specific demographics.

By placing your brand on one of our amphitheaters, you will be connecting with thousands of visitors who will see your loyalty to parks and help build your business.

Amphitheaters
Live Oak County Park
Sweetwater Summit Regional Park

Skateparks \$15,000 to \$100,000

San Diego County Parks is working to expand skateparks in communities where there is a demand. Skateparks are the place for youth and adults that have a passion for skateboarding.

Naming a skatepark is a great way to guarantee instant recognition of your service or products while supporting the community's youth.



Lakeside Skate Park



Hilton Head County Park

Skateparks

Lakeside Skatepark

Splash Parks

Eastview County Park
Hilton Head County Park

Splash Parks \$10,000 to \$40,000

DPR provides community splash parks for a safe, unstructured and low cost, water activity.

With thousands of visitors during the months of May through October, splash parks provide a unique marketing opportunity for those wishing to connect their brand to families with children.



Agua Caliente Regional Park Indoor Therapeutic Spa

Swimming Pools \$5,000 to \$48,000

The Department of Parks and Recreation operates a swimming pool at 4S Ranch Sports Park and a therapeutic spa and two swimming pools at Agua Caliente Regional Park.

Thousands of visitors frequent these aquatic venues each year, providing a unique marketing opportunity for those wishing to spread their brand to aquatic enthusiasts and campers at Agua Caliente.

Swimming Pools and Therapeutic Spas

- 4S Ranch Sports Complex Community Pool
- Agua Caliente Regional Park Children's Pool
- Agua Caliente Regional Park Indoor Therapeutic Spa
- Agua Caliente Regional Park Outdoor Pools

Community Gardens \$2,000 to \$10,000

DPR currently owns and operates three community gardens where residents can have their own space to grow healthy and nutritious food. They also serve as places where community members can share their common love of gardening and discover innovative methods and practices.

Naming a community garden is a great opportunity for any business that wants to market gardening related products or promote sustainable gardening practices.

Community Gardens

Los Peñasquitos Canyon Preserve

Rancho Guajome Adobe

Tijuana River Valley Regional Park



Los Peñasquitos Canyon Preserve



Lakeside Community Center



Spring Valley Teen Center



Lakeside Community Center

Community Center Rooms \$3,000 to \$64,000

The Department of Parks and Recreation operates Community Centers in Fallbrook, Lakeside and Spring Valley.

Placing your brand at one of the multi-use rooms provides a marketing opportunity for those businesses wishing to maximize their exposure with the local neighborhoods these community centers serve.

Community Center Rooms

- Fallbrook Community Center (4 Rooms)
- Lakeside Community Center (2 Rooms)
- Lakeside Teen Center Music Room
- Spring Valley Community Center (1 Room)
- Spring Valley Teen Center Music Room

Trails

\$1,000 to \$200,000

Did you know that San Diego has one of the most diverse public trail systems in the nation?

Whether you're interested in a trail on the coast or you're looking for trails that extend through our preserves, we have a multitude of opportunities to get in touch with nature in San Diego County.

Most trails have been designed to accommodate hikers, bikers and equestrians.



San Elijo Lagoon

Trails

Agua Caliente County Park	Luelf Pond Preserve
Barnett Ranch Preserve	Lusardi Creek Preserve
Cactus Park	Mt. Gower Preserve
Del Dios Highlands	Oak Oasis County Park
El Capitan Preserve	Otay Valley Regional Park
El Monte Regional Park	Potrero County Park
Felicita County Park	Ramona Grasslands
Flinn Springs County Park	San Dieguito County Park
Goodan Ranch/Sycamore Canyon Open Space Preserve	San Elijo Lagoon
Guajome Regional County Park	Santa Margarita Preserve
Hellhole Canyon Preserve	Santa Ysabel East
Holly Oaks County Park	Santa Ysabel West
Lake Morena County Park	Simon Preserve
Lakeside Linkage Preserve	Sweetwater Summit Regional Park
Lindo Lake County Park	Tijuana River Valley Regional Park
Live Oak County Park	Volcan Mountain Preserve
Louis Stelzer County Park	Wilderness Gardens Preserve
Los Peñasquitos Canyon	William Heise County Park

Naming Rights Benefits

Naming a DPR amenity is a cost-effective way to reach customers and receive repeated exposure to large audiences. Here are some of the benefits:

1. Increase your brand name visibility and awareness.
2. Enhance your community relevance.
3. Reinforce brand image in the marketplace by using recreation, health, fitness and conservation as a platform.
4. The opportunity to support DPR's mission and vision in a recognizable way.
5. Provide meaningful, relevant business-building promotional tie-in opportunities.
6. Increase goodwill with a contribution to the quality of life in San Diego.
7. Further evidence of your brand's commitment to the community and its position as a local and regional leader.
8. Create a revenue generating marketing platform.



Park Amenities Eligible for Naming Rights

Amphitheaters		Amenity	5 Years	10 Years	15 Years	20 Years
Live Oak	Amphitheater	\$5,000 to \$6,000	\$10,000 to \$12,000	\$15,000 to \$18,000	\$20,000 to \$24,000	
Sweetwater Summit	Amphitheater					
Ball Fields		Amenity	5 Years	10 Years	15 Years	20 Years
4S Ranch Sports Complex	Ball Fields #1,2,3,4,5	\$2,000 to \$10,000	\$4,000 to \$20,000	\$6,000 to \$30,000	\$8,000 to \$40,000	
Cactus Park Ball fields	Ball Fields #1,2,3,4					
Lakeside Ball fields	Ball Fields #1,2,3,4					
Rios Canyon Ball fields	Ball Fields #1,2,3,4					
Sweetwater Ball fields	Ball Fields #1,2,3,4,5					
Sweetwater Lane Sports Complex	Ball Fields #1,2,3,4					
Tijuana River Valley Ball fields	Ball Fields #1,2,3,4,5					
Community Rooms		Amenity	5 Years	10 Years	15 Years	20 Years
Fallbrook Community Center	Auditorium	\$3,000 to \$16,000	\$4,000 to \$32,000	\$6,000 to \$48,000	\$8,000 to \$64,000	
Fallbrook Community Center	Computer Room					
Fallbrook Community Center	Eucalyptus Room					
Fallbrook Community Center	North Room					
Lakeside Community Center	Lakeshore Room					
Lakeside Community Center	Moreno Room					
Lakeside Teen Center	Music Room					
Spring Valley Community Center	Olson Room					
Spring Valley Teen Center	Music Room					
Gardens		Amenity	5 Years	10 Years	15 Years	20 Years
Los Peñasquitos	Community Garden	\$2,000 to \$15,000	\$4,000 to \$30,000	\$6,000 to \$45,500	\$8,000 to \$60,000	
Rancho Guajome Adobe	Community Garden					
Tijuana River Valley	Bird and Butterfly Garden					

Park Amenities Eligible for Naming Rights

Playgrounds		Amenity	5 Years	10 Years	15 Years	20 Years
Collier	Playground	\$2,000 to \$52,000	\$4,000 to \$104,000	\$6,000 to \$156,000	\$8,000 to \$208,000	
Dos Picos	Playground					
Fallbrook	Playground					
Felicita	Playground					
Flinn Springs	Playground					
Lindo Lake	Playground					
Nancy Jane	Playground					
Otay Lakes	Playground					
Rios Canyon	Playground					
San Dieguito	Playground					
Spring Valley	Playground					
Pools		Amenity	5 Years	10 Years	15 Years	20 Years
4S Ranch Sports Complex	Pool	\$5,000 to \$12,000	\$10,000 to \$24,000	\$15,000 to \$36,000	\$20,000 to \$48,000	
Agua Caliente	Indoor Pool					
Agua Caliente	Kids Pool					
Agua Caliente	Outdoor Pool					
Skateparks		Amenity	5 Years	10 Years	15 Years	20 Years
Lindo Lake	Skatepark	\$25,000	\$50,000	\$75,000	\$100,000	
Splash Parks		Amenity	5 Years	10 Years	15 Years	20 Years
Hilton Head	Splash Park	\$10,000	\$20,000	\$30,000	\$40,000	
Eastview County Park	Splash Park					
Sport Arenas		Amenity	5 Years	10 Years	15 Years	20 Years
4S Ranch Sports Complex	Hockey Arena	\$10,000	\$20,000	\$30,000	\$40,000	
Collier	Soccer Arena					
Sport Courts		Amenity	5 Years	10 Years	15 Years	20 Years
4S Ranch Sports Complex	Basketball Court	\$2,500 to \$10,000	\$5,000 to \$20,000	\$7,500 to \$30,000	\$10,000 to \$40,000	
4S Ranch Sports Complex	Tennis Court					
Fallbrook Community Center	Tennis Court					
Lindo Lake	Tennis Court					
Spring Valley	Basketball Court					

Park Amenities Eligible for Naming Rights

Staging Areas					
	Amenity	5 Years	10 Years	15 Years	20 Years
El Monte	Staging Area	\$6,000 to \$9,000	\$12,000 to \$18,000	\$18,000 to \$27,000	\$24,000 to \$36,000
Otay Valley Regional Park	Staging Area				
Ramona Grasslands	Staging Area				
Sweetwater Summit	Staging Area				
Tijuana River Valley	Staging Area				
Trails					
	Amenity	5 Years	10 Years	15 Years	20 Years
Category 1 (i.e.: Low Use, Local Draw, Rural Community)	Trails	\$1,000 to \$2,000 per mile	\$2,000 to \$4,000 per mile	\$3,000 to \$6,000 per mile	\$4,000 to \$8,000 per mile
Category 2 (i.e.: Moderate Use, Mixed Draw, Suburban Community)	Trails	\$2,000 to \$4,000 per mile	\$4,000 to \$8,000 per mile	\$6,000 to \$12,000 per mile	\$8,000 to \$16,000 per mile
Category 3 (i.e.: High Use, Regional Draw, Urban Community)	Trails	\$4,000 to \$10,000 per mile	\$8,000 to \$20,000 per mile	\$12,000 to \$30,000 per mile	\$16,000 to \$40,000 per mile

Naming Rights Signage Sizing

Sign Type	Size	Placement
Plaque	Horizontal: 10" h x 14" w Vertical: 14" h x 10" w	Community Room
Small Sign	Horizontal: 12" h x 18" w Vertical: 18" h x 12" w	Playground, Trails, Community Gardens
Medium Sign	Horizontal: 18" h x 24" w Vertical: 24" w x 18" h	Staging Area, Splash Park, Pools, Amphitheaters, Sports Courts
Large Sign	Horizontal: 30" h x 36" w Vertical: 36" h x 30" w	Sports Arenas, Ball Fields, Hockey Arena, Skate Park

A namer will need to approve the County of San Diego Parks and Recreation Department to add their name and/or logo to materials, images, illustrations, renderings, site plans, blueprints, animation, video or other depictions that are developed for the amenity after the naming agreement is executed.

Trails Eligible for Naming Rights

	County Parks	Miles	5 Years*	10 Years	15 Years	20 Years
North Coastal						
	Guajome Regional Park	5	\$20,000-50,000	\$40,000-100,000	\$60,000-150,000	\$80,000-200,000
North Inland	County Parks	Miles	5 Years*	10 Years	15 Years	20 Years
	Live Oak	1	\$5,000-20,000	\$10,000-40,000	\$15,000-60,000	\$20,000-80,000
	Santa Margarita	2				
	Wilderness Gardens	4				
	Hellhole Canyon	14				
Central Coastal	County Parks	Miles	5 Years*	10 Years	15 Years	20 Years
	San Elijo Lagoon	5	\$20,000-50,000	\$40,000-100,000	\$60,000-150,000	\$80,000-200,000
	San Dieguito	2				
Central Inland	County Parks	Miles	5 Years*	10 Years	15 Years	20 Years
	Felicita	3	\$5,000-50,000	\$10,000-100,000	\$15,000-150,000	\$20,000-200,000
	Lusardi Creek	2				
	Del Dios Highlands	2				
East Central	County Parks	Miles	5 Years*	10 Years	15 Years	20 Years
	Lindo Lake	2	\$5,000-20,000	\$10,000-40,000	\$15,000-60,000	\$20,000-80,000
	Lakeside Linkage	1				
	El Monte	2				
	Louis A. Stelzer	2				
	Oakoasis	3				
	El Capitan	8				
	Cactus Park	1				
	Flinn Springs	3				
Goodan Ranch Sycamore Canyon	8					
South Bay	County Parks	Miles	5 Years*	10 Years	15 Years	20 Years
	Otay Valley	8	\$10,000-50,000	\$20,000-100,000	\$30,000-150,000	\$40,000-200,000
	Tijuana River Valley	22				
	Sweetwater Regional	13				
Ramona/Julian	County Parks	Miles	5 Years*	10 Years	15 Years	20 Years
	Barnett Ranch	4	\$5,000 to \$20,000	\$10,000 to \$40,000	\$15,000 to \$60,000	\$20,000 to \$80,000
	Holly Oaks	2				
	Luelf Pond	2				
	Mount Gower	8				
	Ramona Grasslands	4				
	William Heise	11				
	Santa Ysabel	19				
	Simon Preserve	5				
	Volcan Mountain Wilderness	4				
Mountain Empire	County Parks	Miles				
	Lake Morena	8	\$5,000-10,000	\$10,000-20,000	\$15,000-30,000	\$20,000-40,000
	Potrero	3				
Desert	County Parks	Miles	5 Years*	10 Years	15 Years	20 Years
	Agua Caliente	4	\$5,000-10,000	\$10,000-20,000	\$15,000-30,000	\$20,000-40,000
Total Trail Miles		187				

*All ranges are cost per mile
 Trails eligible for naming rights will include existing DPR trails in County Parks. Naming of new trails will be negotiated based on capital contributions.
 Regional trails and already named DPR trails will not be included in this program.

Donate to the San Diego County Parks Society

The San Diego County Parks Society, a 501(C)3 Foundation, was established in 1980 by citizens concerned about the future of San Diego County parks. The Society is committed to promoting the County of San Diego Department of Parks and Recreation and to supporting its programs. The organization strives to increase public awareness of the county parks' resources, activities, and needs.



Governed by a Board of Directors, the Foundation exists solely for the purpose of securing and administering private funds in support of the recreational and educational activities of San Diego County Parks.

Gifts of cash, securities, and other property are given to the San Diego County Parks Society absolutely or in trust by individuals, corporations, and philanthropic foundations solely for the benefit of parks.

The San Diego County Parks Society is a California nonprofit corporation and has federal 501 (C)3 tax exempt status. All donations of money, land, bequests of stocks, bonds, and securities received by the San Diego County Parks Society are tax deductible.



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