NATIONAL ASSOCIATION OF PARK FOUNDATIONS



Strategic Partnership Proposal

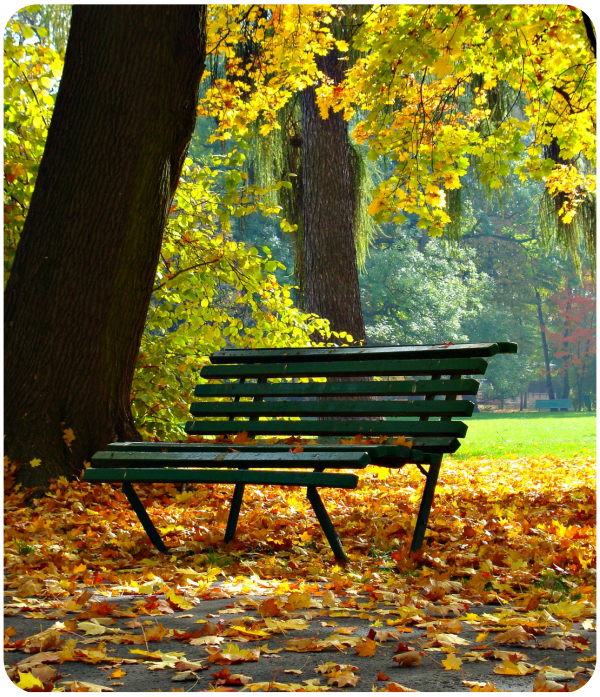
BECOME A STRATEGIC PARTNERSHIP *with NAPF*

2025/26

www.the-napf.org

Who We Are:
National Association of Park Foundations (NAPF)

The sole organization focused on building meaningful relationships to enhance partnerships across private and public sectors nationwide.



- Membership includes an equal mix of park foundation volunteers and staff, as well as staff and volunteers from park agencies.
- Represents over 1,000 park foundations and recreation agencies—many of which oversee dozens to hundreds of parks—across local, county, regional, district, and state levels.
- Plays a crucial role in supporting essential community resources.

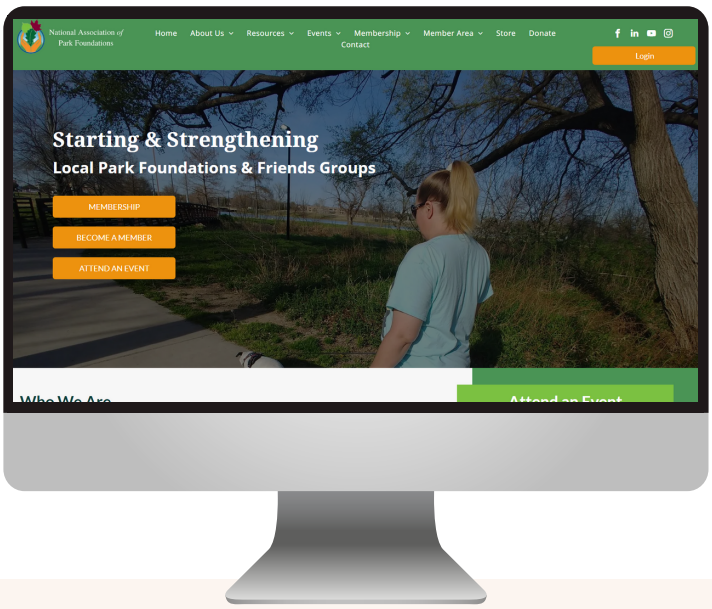
Why Partner With Us?



1. Your NAPF sponsorship puts you **in front of audiences** that use the products and services you offer.
2. Your sponsorship supports the **development and rehabilitation of park spaces** across the country to meet modern standards.
3. Enhancements in recreational areas are vital f**or community wellness** and **engagement.**
4. Backing the philanthropic efforts of NAPF members **aligns your company** with **vital community initiatives.**
5. Positions your company **favorably in the eyes of government agencies** and their partner foundations.

Our Reach

Our websites and social media channels generate thousands of engagements each month, targeting the park and recreation community.



- We promote healthy dialogue and engage stakeholders across the multifaceted parks and recreation sector.
- Consistent online updates maintain strong connections with a diverse network.
- Our platforms are followed by individuals, companies, government agencies, and nonprofits, all supporting the future of the National Association of Parks Foundations.

Community Engagement

- Engaging over **1,000 contacts** linked to more than **20,000** parks, trails, and open spaces.
- **Webinars** are well-attended, showcasing our community's commitment and enthusiasm.
- Our dedicated **newsletter** consistently achieves high engagement, proving its value.
- Each week, about a **dozen new park and recreation volunteers and professionals discover us online** and opt to join our email list and follow our social media channels, expanding our reach and impact.
- We are responding to the evolving needs of a **growing base of outdoor enthusiasts,** who demand more from facilities.



Sponsorship Opportunities



Park Foundation LEADER

$10,000

4 AVAILABLE

- Exclusive sponsor logo on all our digital platforms.
- Access to our member database for tailored marketing.
- Opportunity to host a branded virtual event.
- Premier placement on all NAPF correspondence



Park Foundation PROMOTER

$5,000

6 AVAILABLE

- Your logo featured on our homepage and emails.
- Shoutouts in our blog and newsletter.
- Introduction to individual members by NAPF.



Park Foundation SUPPORTER

$2,5000

10 AVAILABLE

- Your linked logo on supportlocalparks.org.
- Ability to host virtual events at an additional cost.
- Regular mentions in our digital outlets.



Park Foundation CONTRIBUTOR

$2,5000

10 AVAILABLE

- Membership acknowledgment.
- Logo placement on select digital materials

How to Become a Sponsor:

For more information or to sign up for a sponsorship, please contact:

Kevin D. Korenthal, CAE
Executive Director, NAPF

Phone: **(940) 448-0057**
Email: **execdir@the-napf.org**

Testimonials



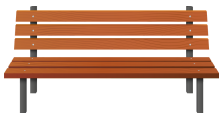
Sponsor Testimonials:

“NAPF and its executive director, Kevin D. Korenthal, CAE immediately understood how to present our accessibility consultancy to its member and non-member park foundations and agencies. The sponsorship included multiple opportunities to connect with NAPF members, aligning with our goal of spreading the message that parks should be accessible to all, regardless of disability. NAPF has been a real champion for us."

- Steven Mifsud, MBE – President, Direct Access Group

"CourtReserve's strategic partnership with the National Association of Park Foundations has opened doors to a vibrant network of parks and recreation professionals and volunteers, unveiling unique opportunities and fostering valuable connections that have enhanced our client engagement rates."

- Ashley Owens, Co-Founder, CourtReserve



Member Testimonial:

"The National Association of Park Foundations, led by Executive Director Kevin D. Korenthal, CAE, provided exceptional training tailored to the unique needs of park foundations, enhancing our board's effectiveness significantly. Their guidance was instrumental in advancing us to strategic planning, and I highly recommend their expertise to any park foundation seeking to deepen operational understanding."

- Steven Love, HARD Foundation Executive Director - Hayward Area Recreation & Park District

FAQs:

Q: How does sponsorship benefit my business?

A: Sponsorship puts your brand in front of a dedicated, engaged audience, increasing visibility, and enhancing your corporate reputation. Our member and non-member foundations and agencies are your customers. Partnering with the NAPF as a sponsor positions your brand prominently among a varied audience of parks and recreation decision-makers, demonstrating your company's commitment to supporting parks and recreation initiatives.

Q: What are the additional benefits of the highest sponsorship level?

A: Includes opportunities for direct interactions through events, exclusive branding on all materials, and a feature article about your company. See the Sponsorship Matrix on the next page for details.