



Concerts in the Park!

**2025**

## Special Events Sponsor Packet



Tree Lighting!



**City of  
Fountain Valley**  
A Nice Place to Live (and Play!)



Summerfest!

Dear Local Business and Community Partner,

The City of Fountain Valley, in collaboration with the Fountain Valley Community Foundation (FVCF), is proud to offer you this opportunity to participate in "creating community" in Fountain Valley. Annually, the City of Fountain Valley Community Services Department and the FVCF provide the community an exciting and eclectic schedule of events. We invite **YOU** to be involved by becoming a sponsor!

In 2025, we are expecting an exciting year with special branding opportunities. All programs and events will adhere to the local and state health guidelines at the time of the event. By participating as a sponsor, your business or agency will be branded throughout Fountain Valley in various mediums. Additionally, all sponsorship funds go directly to support your choice of event(s) and all payments will be made to the Fountain Valley Community Foundation, which is a nonprofit 501c3 organization, providing tax benefits to our community partners.

In the following pages you will find programs aimed at enhancing the quality of life in Fountain Valley. However, we proudly offer many other recreational and human services programs and services annually, including the Senior Nutrition Programs, the Utility Art Box Program, and the Community Partnership Program (Facility Naming Rights)

For information on these programs or other sponsorship opportunities, please contact us directly. Thank you for your interest in supporting the community of Fountain Valley!

Parks Make Life Better in Fountain Valley!

Thanks,



**Parks  
Make  
Life  
Better!**



Rob Frizzelle

Community Services Director, City of Fountain Valley  
Executive Director, Fountain Valley Community Foundation

[Rob.Frizzelle@FountainValley.gov](mailto:Rob.Frizzelle@FountainValley.gov)

(714) 593-4449



# ***Hop On Senior Transportation***

Estimated 800 trips per month

**The Hop On Senior Transportation** Through OCTA Measure M2 funding, this service provides transportation service through a City contract with California Yellow Cab roundtrip transportation from Fountain Valley residents' home to various destinations in Fountain Valley and up to one mile outside the City of Fountain Valley. To qualify for this program, you must be a Fountain Valley resident and at least 60 years of age or older. Transportation is necessary for seniors to remain mobile to keep their social independence with friends and family; to reduce feelings of isolation and loneliness, and many other life-prolonging benefits.

## **Green Light Sponsor \$1,500**

Company logo on Hop On marketing materials

Company logo on all ads including The Center Piece Newsletter\*

Company logo on website and social media posts

Company handouts at Hop On event tables (please provide)

## **Yellow Light Sponsor \$750**

Company name in The Center Piece Newsletter\*

Company name on website

## **Red Light Sponsor \$500**

Company name in The Center Piece newsletter\*

\*The Center Piece Newsletter has a distribution of approximately 2,000 monthly



**HOP ON!**

Senior  
Transportation Program

## ***A Special Gathering of Friends Committee for Adults with Disabilities - Dances***

*5 dances a year*

## **Title Sponsor \$500**

Company logo on website, social media posts, marketing materials

Company logo on advertisement in city digital newsletter.

## **Event Sponsor \$150**

Company name in text on website, social media posts,

Company name on advertisement in city digital newsletter



# ***Lunar New Year Cultural Appreciation and Education***

**Estimated Attendance 300**

**Saturday, January 25, 2025**

Event is 10am to 1pm inside the Recreation Center. This event is an appreciation of history and culture to showcase the Lunar New Year. We have games, activities, and historical pieces.

## **Title Sponsor \$500**

Company logo in Fountain Pen (distributed to every household and many businesses in Fountain Valley)

Company logo on signage at Food Booth

Company logo on marketing materials, social media, website



## **Event Sponsor \$250**

Company logo included on marketing materials, website, and social media

## **Supporting Sponsor \$150**

Company name listed on webpage/social media

Opportunity to display literature on a shared table at info booth.

# ***AAPI Luau***

**Estimated Attendance New Event**

**Saturday, May 3, 2025**

This outdoor event will be held on May 3<sup>rd</sup> from 11am to 2pm. with food and activities to celebrate and show appreciation for AAPI.

## **Title Sponsor \$1,000**

Company Logo in Fountain Pen (distributed to every household and many businesses in Fountain Valley)

Company logo on marketing materials, social media, website

Exhibit booth at event. 1 table, 2 chairs

## **Event Sponsor \$500**

Company name in Fountain Pen

Company name included on marketing materials, website, and social media

Exhibit booth at event. 1 table, 2 chairs

## **Supporting Sponsor \$150**

Company name listed on webpage/social media

Opportunity to display literature on a shared table at info booth





# Easter Egg Hunt

Estimated Attendance 3,000

Saturday, April 19, 2025

## Hunt Area Sponsor \$2,000 Limit 2 – One per Hunt Area

Company logo/name on entrance to hunt. **(First to commit)**

Company logo included on plastic eggs in hunt area.

**(stickers provided by sponsor).** Approx. 10,000 per area.

Company logo included on marketing materials, website, social media, the Fountain Pen, and channel 3 coverage.

Exhibit booth at the event (1 table, 2 chairs).

Two (2) VIP parking passes.

## Fun Zone Sponsor \$1,500 Limit 2 (First to commit)

Logo on signage entering specific fun zone area.

Company logo included on marketing materials, website, social media, the Fountain Pen, and channel 3 coverage.

Exhibit booth at the event (1 table, 2 chairs).

Verbal recognition over sound system at event.

Two (2) VIP parking passes.

## Title Sponsor \$1,000 Limit 5

Company logo included on marketing materials, website, social media, the Fountain Pen, and channel 3 coverage.

Exhibit booth at the event in premier location (1 table, 2 chairs).

Verbal recognition over sound system at event.

Two (2) VIP parking passes.

## Event Sponsor \$500

Company name included on marketing materials, cities website, social media, the Fountain Pen and press releases.

Exhibit booth at the event (1 table, 2 chairs).

Verbal recognition over the sound system at event.

One (1) VIP parking pass.

## Supporting Sponsor \$150

Verbal recognition over sound system at event.

Company name listed on webpage/social media.

Opportunity to display literature on a shared table at info booth.

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# ***FVCF Poker Tournaments***

**Estimated Attendance 250**

**Spring – April 26, Fall- TBD**

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## **Royal Flush (Host) Sponsor \$2,500**

Event in your name.

Company logo prominent over all others on participant T Shirt.

Remaining Title Sponsors list below.

## **Full House – (Title) Sponsor \$1250**

Logo on participant t-shirts.

Logo on FVCF event website, social media, flyers, name in press releases.

Ten (10) admissions into the tournament.

Logo on press releases, advertisements.

Logo on screen at the event.

Verbal recognition over sound system at event.

## **Flush – (Event) Sponsor \$750**

Company name on t-shirts.

Company name on FVCF event website, social media, press releases.

Five (5) admissions into the tournament.

Name on Screen at event.

Verbal recognition at the event.



## **Straight – (Supporting) Sponsor \$500**

Two (2) admissions into the tournament.

Name listed on FVCF event website.

Verbal recognition over sound system at event.

## **Three of a Kind (Contributing) Sponsor \$250**

Company name listed on FVCF event webpage/ social media.

Opportunity to display literature on a shared table.





# Senior Expo

Estimated Attendance 300

Wednesday, June 18, 2025



## **Big Kahuna (Title) Sponsor \$1,500**

Includes 2 tables, 4 chairs

Company logo displayed on digital display in Senior Center

Company logo displayed on Big Kahuna banner at event

Company logo on marketing, press releases, website/social media  
channel 3 TV slide

Announcement of sponsorship during event

\* Logos must be submitted by April 18th

## **Orchid (Event) Sponsor \$1,000**

Includes 1 table, 2 chairs

Company logo displayed on Orchid banner at event

Announcement of sponsorship during event

\* Logos must be submitted by May 16th



## **Hibiscus (Supporting) Sponsor \$500**

Includes 1 table, 2 chairs

## **Non-profit Exhibit Table \$100 (with proof of 501c3 status)**

Includes 1 table, 2 chairs

**All sponsorship levels include table sign displaying company name.**



# Summerfest

**Estimated Attendance 7,000 per day**

**4 days, June 19-22, 2025.**

## **Fireworks Show Sponsor \$15,000**

Company logo on Summerfest marketing materials, Band Schedules.  
Company logo or text in the sky. (dependent on logo)  
Opportunity to speak onstage during opening ceremonies.  
Logo printed in The Fountain Pen brochure (sent to every resident in FV).  
Company logo on city website/event webpage/social media.  
Summerfest exhibit booth (up to 4 days).  
Opportunity for three (3) banners hung throughout the event. \*

## **Main Stage Sponsor \$6,000 (limit 1)**

Back and bottom of main stage banners (provided by sponsor).  
(Previous years Main Stage sponsor has first right of acceptance).  
Company logo on Summerfest marketing materials.  
Opportunity to speak onstage during a band break each day. (TBD)  
Logo printed in The Fountain Pen brochure (sent to every resident in FV).  
Company logo on city website/event webpage/social media.  
Summerfest exhibit booth (up to 4 days).  
Opportunity for three (3) banners hung throughout the event. \*

## **Band Sponsor \$3,500**

Company logo on Summerfest marketing materials, Band Schedules.  
Opportunity to speak onstage during a band break. (TBD)  
Logo printed in The Fountain Pen brochure (sent to every resident in FV).  
Company logo on city website/event webpage/social media.  
Summerfest exhibit booth (up to 4 days).  
Opportunity for three (3) banners hung throughout the event. \*

## **Event Sponsor \$2,000**

Company name on Summerfest marketing materials.  
Name printed in The Fountain Pen brochure (sent to every resident in FV).  
Company name on city website/event webpage/social media.  
Summerfest exhibit booth (up to 4 days).  
Opportunity for two (2) banners placed throughout the event. \*

## **Supporting Sponsor \$600**

Company name listed on city website, event webpage/social media.  
Opportunity for one (1) banner to be placed at event. \*  
Opportunity to place flyer/brochure at shared info booth table at event.

**\*Banners provided by sponsor. Please call for deadline for Fountain Pen to be listed in Fountain Pen as sponsor.**





# ***FV Live – Concerts in the Park***

**Estimated Attendance 3,500-5,000    Thursday, July 3, 10, 17,24, 31 2025**



## **Stage Sponsor \$10,000 for 5 concerts**

Company banner to hang behind stage (provided by sponsor)  
Includes Title Sponsor benefits as listed below

## **Title Sponsor \$3,500 for 5 concerts**

Company logo included on marketing materials, website, and social media  
Company logo in Fountain Pen (distributed to every household and many businesses in Fountain Valley)  
Company logo on thank you sponsors banner, (provided by city)  
Exhibit booth at each concert. 1 table, 2 chairs  
Three (3) VIP parking passes for concert series, one per concert  
Opportunity for exposure during PCTA concert filming  
(Periodic replay on cable)  
Verbal recognition at each concert  
Sponsorship plaque presented at a concert with opportunity to speak

## **Event Sponsor \$2,500 for 5 concerts**

Company name in Fountain Pen (distributed to every household and many businesses in Fountain Valley)  
Company name included on marketing materials, website, and social media  
Exhibit booth at 2 concerts. 1 table, 2 chairs  
Opportunity for exposure during PCTA concert filming  
(Periodic replay on cable)  
Two (2) VIP parking passes for the 2 concerts attending  
Verbal recognition at each concert  
Sponsorship certificate

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## **Supporting Sponsor \$700**

Company name in Fountain Pen (distributed to every household and many businesses in Fountain Valley).  
Company name included on city website and social media pages  
Verbal recognition at each concert  
Sponsorship certificate  
Please contact for deadline for logo/name in the Fountain Pen.

# ***Movie In the Park***

**Estimated Attendance**  
**300-per movie**

**Tuesday, August 5, National Night Out**  
**Friday, August 15**



Activities take place before movies at dusk.

## **Title Sponsor \$500**

Company Logo on marketing materials.

Company logo on webpage/social media and in the Fountain Pen.

Exhibit booth at all movies (1 Table, 2 chairs with prior notice).

Verbal recognition at all movies.

Advertisement on movie screen at all movies.\*\*

Opportunity to place brochure at city info booth at movies.

## **Event Sponsor \$250**

Company name on webpage/social media and in the Fountain Pen.

Exhibit booth at (2) movies (1 Table, 2 chairs with prior notice).

Advertisement on screen at All movies.\*\*

Verbal recognition at all movies.

Company name on webpage/social media and in the Fountain Pen.

## **Supporting Sponsor \$150**

Company name on webpage/social media and in the Fountain Pen.

Advertisement on screen at all movies.\*\*

Verbal recognition at all movies.

Opportunity to place brochure at city info booth at movies.

**\*\*You will receive one Power Point slide advertisement across the screen, 3 separate times at each movie. Please provide a copy of of your completed slide your logo will be used. Call for deadline.**

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# ***Hyundai Hope On Wheels***

## ***5K & Color Fun Run***

**Estimated Attendance 1,500**

**Tentative - September 27, 2025**

### **Gold Level Sponsor \$10,000**

10 x 20 Booth with 1 table 2 chairs provided

10 Race registrations

Speaking Opportunity

Water Station branding

Mile Marker Sign

Speaking Opportunity

Logo on participant t-shirts.

Logo on website, social media, flyers, posters

Four (4) banners displayed throughout event.\*

Opportunity to speak on stage before race



### **Silver Sponsor \$5,000**

10 x 10 Booth with 1 table w chairs provided

Logo on participant t-shirts.

Logo on website, social media, flyers, posters

Speaking Opportunity

Three (3) banners displayed throughout event. \*

Vendor booth at premier location at event. (1 table, 2 chairs)



### **Bronze Sponsor \$1000**

Logo on participant t-shirts.

Logo on website, social media, flyers, posters

Two (2) banners displayed throughout event. \*

Vendor booth at premier location at event. (1 table, 2 chairs)

### **Event Sponsor \$500**

Company name on t-shirts.

Company name on website, social media,

Company name of flyers, posters, etc

Exhibit booth at event (1 table, 2 chairs).

Two (2) banners placed throughout the event. \*



Hyundai Hope On Wheels®

### **Supporting Sponsor \$250**

Banner displayed at event.

**\*All banners are provided by sponsor. Bronze and Event provide their own canopies Call for T-shirt deadline.**

# ***FVCF Sports Hall Of Fame***

**Estimated Participation 250**

**Fall of 2025**

The Fountain Valley Community Foundation honors the elite athletes of Fountain Valley High School and Los Amigos High school. One school's athletes will be honored each year.

## **Title Sponsor \$1,000**

Company Logo on power point presentation  
Company Logo on event website, social media  
Full page ad in event program  
Company logo on Table signs  
Opportunity to assist in passing out certificates

## **Event Sponsor \$500**

Company name in text on power point presentation  
Company name on event website, social media.  
Half page ad event program

## **Supporting Sponsor \$250**

Company name listed in event program.

## **In Kind Sponsorship available**

Food, drinks, printing services, linens, and table settings, etc., are open for discussion as in-kind donations. The sponsor level and proper recognition will be based on monetary level of In-Kind donation.





## ***FV Monster Hunt***

**Estimated Attendance 150**

**October 13, 2025 – October 18, 2025**

### **Title Sponsor \$200**

Company will be provided a sign (Monster) to display in their business and be added to the monster hunt map.

Company logo included on marketing materials, website, social media, Fountain Pen, and others.

### **Event Sponsor \$100**

Company Logo included on marketing materials, website, social media, Fountain Pen, and others.

### **Supporting Sponsor \$50**

Company name included on marketing materials, website, social media, Fountain Pen, and others.



## ***Halloween Decorating Contest***

**Estimated Attendance New Event**

**October 20 – October 31, 2025**

### **Title Sponsor \$200**

Company logo will be displayed on Top 10 Lawn Sign

Company Logo included on marketing materials, website, social media, Fountain Pen, and others.

### **Event Sponsor \$100**

Company Logo included on marketing materials, website, social media, Fountain Pen, and others.

### **Supporting Sponsor \$50**

Company Logo included on marketing materials, website, social media, Fountain Pen, and others.

# ***Community Remembrance Wall***

## ***Dia De Los Muertos***

**Estimated Attendance 150**

**Thursday, October 30, 2025**

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### **Title Sponsor \$500**

Company logo included on marketing materials, website, social media, Fountain Pen, and others.

Exhibit booth at the event (1 table, 2 chairs).



### **Event Sponsor \$250**

Company name included on marketing materials, website, social media, Fountain Pen, and others.

Exhibit booth at the event (1 table, 2 chairs).

### **Supporting Sponsor - \$150**

Company name listed on webpage/social media

Opportunity to display literature on a shared table at info booth

## ***Holiday Decorating Contest***

**Estimated Attendance New Event**

**December 10 – December 19, 2025**

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### **Title Sponsor \$200**

Company logo will be displayed on Top 10 Lawn Sign

Company Logo included on marketing materials, website, social media, Fountain Pen, and others.



### **Event Sponsor \$100**

Company Logo included on marketing materials, website, social media, Fountain Pen, and others.

### **Supporting Sponsor \$50**

Company name included on marketing materials, website, social media, Fountain Pen, and others.



# ***Tree Lighting Ceremony***

**Estimated Attendance 3,500**

**Saturday, December 6, 2025**

## **Snow Zone Sponsor – Limit 1 (\$15,000)**

Company logo displayed on stage banner and zone area .  
Company logo included on marketing materials.  
Company logo on webpage/social media, and in the Fountain Pen.  
Company logo on channel 3 advertising and event coverage.  
Premium booth location. Choice or outdoor/indoor. (1 table/bench)  
Opportunity to speak on stage. Verbal recognition over stage sound system.  
Two (2) VIP parking passes for event.

## **Fireworks Sponsor – Limit 1 (\$15,000)**

Company logo displayed on stage banner and zone area .  
Company logo included on marketing materials.  
Company logo on webpage/social media, and in the Fountain Pen.  
Company logo on channel 3 advertising and event coverage.  
Premium booth location. Choice or outdoor/indoor. (1 table/bench)  
Opportunity to speak on stage. Verbal recognition over stage sound system.  
Two (2) VIP parking passes for event.

## **Title Sponsor \$1,500**

Company logo displayed on stage banner.  
Company logo included on marketing materials.  
Company logo on webpage/social media, and in the Fountain Pen.  
Company logo on channel 3 advertising and event coverage.  
Premium booth location. Choice or outdoor/indoor. (1 table/bench)  
Verbal recognition over stage sound system.  
Two (2) VIP parking passes for event.

## **(Activity) Sponsor \$1,000 (Snow zone excluded)**

Company Logo displayed at activity where appropriate.  
Company name on webpage/social media, and in the Fountain Pen.  
Verbal recognition over the sound system at stage.  
Vendor booth inside at the event. (1 table/2 chairs)  
One (1) VIP Parking pass for event.

## **Event Sponsor \$500**

Company name on webpage/social media, and in the Fountain Pen.  
Verbal recognition over the sound system at stage.  
Vendor booth inside at the event. (1 table/2 chairs)  
One (1) VIP Parking pass for event.

## **Supporting Sponsor \$250**

Opportunity to display literature at shared table at info booth.  
Company name on webpage/social media.

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# Adult Sports League

Estimated Participation 25,000

Spring, Summer, Fall, 2025



## Title Sponsor \$1,200

Four (4) field banners up all three (3) seasons.  
Company logo on city website, social media.  
Opportunity to place flyer or coupon in team manager envelopes for all seasons.

## Event Sponsor \$500

Four (4) field banners for one (1) season.  
Company name on city website, social media.  
Opportunity to place flyer or coupon in team manager envelopes for one season.

## Supporting Sponsor \$400

One (1) field banner for three (3) seasons.  
Company name on webpage/social media.

## Contributing Sponsor \$250

One (1) field banner for one (1) season.



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Banners are also seen by the weekend rentals and tournament play by other sports clubs that use these fields.

Banners will be placed on the outfield fence on fields 1,2,3, and 4.

**Banners are provided by sponsor and size must be 4 ft by 9 ft.**



# ***Honored Heroes Banner Program***

Active and Veteran's Banners up year round



## **Commander \$1,500**

**Supports up to three new banners and renewal.**

Logo on FVCF website/social media,  
marketing materials.

Recognition on press releases.

Verbal recognition at ceremony.

## **Vice Commander \$750**

**Support up to one new banner AND two renewals.**

Name on FVCF website/social media,  
marketing materials.

Recognition on press releases.

Verbal recognition at ceremony.

## **Jr. Commander \$500**

**Supports one new banner OR two renewals.**

Name on FVCF website and social media.

The Honored Heroes Banner Program honors and recognizes Fountain Valley's active military personnel as well as our veterans. Costs incurred include purchase, installation, and replacement as needed. The Fountain Valley Community Foundation looks for your assistance to help cover the costs of these programs so they can remain free to the families who have already given so much.



# **FVFD P.R.E.P. Program**

**Preparing, Responding, Educating, Preventing Throughout the year.**

**The Fountain Valley Fire Department's P.R.E.P. Program** (Preventing, Responding, Educating, and Preparing) is dedicated to promoting safety and vigilance through educational programs, firefighter's health/wellness programs, and outreach to the community. Here are some additional details on the programs mentioned above.

**Firefighter Wellness** - to increase the safety of emergency responders, and maximize the longevity of emergency service careers. This includes fitness, emotional wellness, and maintaining physical health.

**Open House** - This is an annual event, held at FV Fire Station 1. The event is in conjunction with National Fire Prevention Week and features fire safety demonstrations and information for residents.

**Spark of Love** - Each year in late November, fire stations throughout California serve as toy drop-off locations for this charitable event. As residents drop off toys, fire personnel can interact and offer safety information to the community members.

**Kids Firefighter Academy** - Children learn all about the job of a firefighter. The camp includes first aid, rescue practices, water safety, and fitness. The camp encourages teamwork and making new friends.

**Support Services and Charitable Outreach** - To assist your community who has been affected by fire or disaster.

**Pediatric Patients**- provide comfort and memory-making for families during bereavement and end-of-life care. Handprints for families to take home, as well as provide a teddy bear that holds a recording of their child or sibling's heartbeat. On holidays and birthdays, gifts are given to pediatric patients that are in the hospital.

## **Joining Forces**

The mission of the Fountain Valley Community Foundation is in line with that of the Fountain Valley Fire Department in that they both look to serve and enrich the lives of Fountain Valley Residents.

### **5 Alarm Sponsor \$1,000**

Company Logo on FVCF website/social media and marketing materials. Recognition on press releases. Verbal recognition and logo on signage at events.

### **3 Alarm Sponsor \$500**

Company name on FVFD website/social media and marketing materials. Recognition on press releases. Verbal recognition and logo on signage at events

### **1 Alarm Sponsor \$250**

Recognition on press releases.  
Verbal recognition and name on signage at events





# ***Discounted Partner Packages***

Become a partner sponsor and maximize your community exposure for a discounted contribution. This is a significant savings as compared to a la cart events. 20 Events/programs in package. (Events can also be selected individually at full price)

## **Choose Your Partner Level**

- Title Sponsor           \$ 19,000 15% Savings
- Event Sponsor         \$ 9,200 12% Savings
- Supporting Sponsor \$ 4,800 10% Savings

Some restrictions on events and programs may apply, depending on level chosen. Please send an email to the address below for more information on custom packages. If paying by credit card, the fee of 3.53% will be applied.

## **Choose Your Payment Plan**

- One installment
- Quarterly (Based on events occurring within a quarter)
- By event

You will be asked to complete, sign, and submit a commitment form for the events you choose. Credit Card Payments will include fee.

## **Submit commitment form to**

**[Annette.Schwerin@FountainValley.gov](mailto:Annette.Schwerin@FountainValley.gov)**  
**[or Rob.Frizzelle@FountainValley.gov](mailto:Rob.Frizzelle@FountainValley.gov)**

## **To Submit Payment**

Please make checks payable to The Fountain Valley Community Foundation, a 501c3 Non-profit organization. Tax I.D. #80-0178198.

**Please mail payment to:**  
**Fountain Valley Community Foundation**  
**C/O The Center at Founders Village**  
**17967 Bushard Street**  
**Fountain Valley CA 92708**





***Fountain Valley  
Recreation Center and Sports Park  
16400 Brookhurst Street  
Fountain Valley CA 92708  
714-839-8611***



***The Center at Founders Village  
Senior Center  
17967 Bushard Street  
Fountain Valley CA 92708  
714-593-4446***

