



## SPONSORSHIP PROSPECTUS



*Photos courtesy of Caught in the Moment Photography*

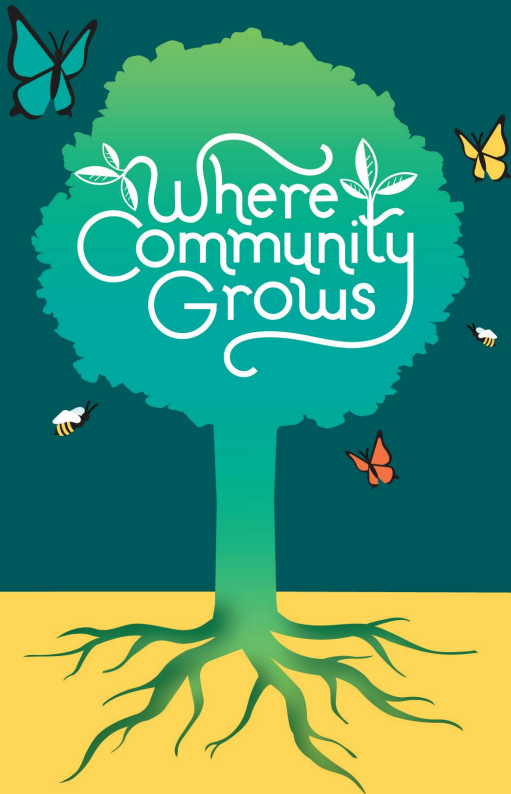
**Kay Bailey Hutchison  
Convention Center**  
**Dallas, Texas**

**Conference**  
October 10-12

**Expo**  
October 10-11



# 2023 NRPA ANNUAL CONFERENCE



NRPA's Annual Conference is the only place where park and recreation leaders from across the United States gather to network and discover what is new in the field.

No other event brings together this number of qualified decision makers – leaders who are responsible for purchasing services and products for the park and recreation industry. As a matter of fact, 94 percent of attendees play a role in purchasing decisions. Our Conference typically attracts more than 8,000 participants each year.

Attendees are passionate about parks and recreation, making their communities great places to live, and meeting partners who can help them make it happen.

By choosing the right sponsorship opportunity for your organization, you can build brand recognition and show these professionals exactly how your products and services are perfect for them. We invite you to explore more than 20 exciting sponsorship options in the following pages.

We're excited to see you in sunny Dallas – and to help you accomplish your marketing and brand engagement goals.

Do you have questions? Are you ready to chat further? We would love to hear from you!

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# Sponsorship Opportunities at a Glance

Whether you are looking to connect with attendees year-round, drive booth traffic, generate brand awareness or host an event, we can help you reach your marketing goals. We offer opportunities in five categories AND a brand new program: our NRPA Pillar option. Review each opportunity to learn more.

Investment	Events	Education & Meetings	Attendee Resources	Exhibit Hall	Branding & Communications
Call for Pricing	One exclusive opportunity: Sponsor the Opening Night Reception				
\$45,000	Pillar Sponsorship	Year Round Opportunity Reaching Members and Conference Attendees			
\$25,000	Opportunity: Sponsor the Best of the Best Ceremony & Reception	Two Opportunities: 1. Sponsor General Session or  2. Sponsor Wednesday's Conference Education Sessions	Five Opportunities: 1. Sponsor the badge holders or  2. Sponsor the Conference app or  3. Sponsor the shuttles  4. Sponsor attendee registration  5. Sponsor the Conference bags	Two Opportunities: 1. Sponsor our Speed Sessions  2. Sponsor the aisle signage	
\$10,000			Opportunity: Sponsor the event WiFi		
\$8,500				Two Opportunities: 1. Sponsor the EXPOdition Scavenger Hunt  *2. Sponsor a food and beverage event  *NOTE: serve as an exclusive food and beverage event sponsor for \$15,000	
\$5,000		Opportunity: Sponsor NRPA Member Network Meetings	Opportunity: Sponsor the Official Pocket Guide	Opportunity: Sponsor the cash giveaway	
\$5,000				Opportunity: *Sponsor the official show giveaway  *NOTE: or become an exclusive sponsor for \$7,500	
\$1,500					Two opportunities: 1. Sponsor email marketing or 2. Sponsor a Conference bag insert
\$300				Opportunity: Sponsor a square on the EXPOdition game card	

Are you looking to develop a **CUSTOM PROGRAM**? We are happy to collaborate on the perfect sponsorship combination that meets your goals and budget.

# Pillar-Level Sponsorship (Year-Round)

At its core, NRPA stands on its three pillars:

## Health and Wellness

Advancing community health and well-being through parks and recreation



Photo courtesy of Park District of Highland Park

## Equity at the Center



Striving for a future where everyone has fair and just access to quality parks and recreation



Photo courtesy of Adam Waltz, City of Phoenix Parks and Recreation

## Conservation



Creating a nation of resilient and climate-ready communities through parks and recreation



Photo courtesy of Houston Parks and Recreation Department

Now, Conference sponsors like you can choose to honor your commitment to these pillars and reach your exact audiences through the **new Pillar-Level, Year-Round sponsorship opportunity.**

**Through our Pillar-Level option, you can connect with our attendees and members throughout the year by:**

- ✦ Sending **\*emails (four)** to **Conference attendees**, sharing your most important news and opportunities with decision makers in the park and recreation space.
- ✦ Sending a limited number of **\*emails as part of online learning events to registered practitioners, thanking them for their participation** and sharing your most important news and opportunities with decision makers in the park and recreation space.
- ✦ Presenting **three** online learning events this year that qualify for CEU credits. The NRPA Education Team will deliver the content, production, timing, and will collaborate with you on the selected topic.

\*NRPA does not release the email list directly to your company. We provide the list to a third-party provider that you send your marketing materials to for distribution.

**NRPA will highlight your organization as well by:**

- ✦ Including your logo, link, and company description on NRPA Our Three Pillars Web Page.
- ✦ Signage denoting NRPA's Three Pillars and thanking the organizations supporting the program at Conference.
- ✦ Running two half-page ads in Park & Recreation magazine thanking our Pillar supporters.
- ✦ Recognizing Pillar-Level sponsors on three Park Pulse polls throughout the year.

Deadline: **May 17, 2023**

**\$45,000**

▶ **Limited Opportunity: Only 3 Pillar Level Sponsorships are available.**

NRPA evaluates each company's alignment with NRPA's three pillars and reserves the right to approve each sponsor. Please refer to NRPA's gift acceptance policy for more information.  
[www.nrpa.org/contentassets/30c78dd9fada40099607c5ac2dc13d75/nrpa\\_gift\\_acceptance\\_policy-2023-final.pdf](http://www.nrpa.org/contentassets/30c78dd9fada40099607c5ac2dc13d75/nrpa_gift_acceptance_policy-2023-final.pdf)



# Event Sponsorship Opportunities

## OPENING NIGHT RECEPTION **SOLD**

**Tuesday, October 10 from 6:30 pm – 9 pm**

Kick off the Conference by sponsoring the opening celebration. During this much-loved event, Conference participants enjoy entertainment, food, and beverages. This investment includes:

- 🌿 Headlining with NRPA as exclusive sponsor of the Opening Night Reception.
- 🌿 Your logo and/or inclusion in all marketing communications that mention the event, including: signage, emails, and website.
- 🌿 Your logo on the party ticket.
- 🌿 A 30-minute pre-check in for your guests and VIPs.

**Call for Pricing**



## BEST OF THE BEST CEREMONY AND RECEPTION

**Wednesday, October 11 from 5 pm – 6:30 pm**

Through this sponsorship, you can gain important exposure with critical decision makers in park and recreation. You will also demonstrate your strong support of the industry to individuals who attend this prestigious awards ceremony. The sponsorship includes:

- 🌿 Headlining as the exclusive category sponsor of the Best of the Best Ceremony and Reception.
- 🌿 A 30-second video before the ceremony that introduces you to new audiences, and gives you a chance to share more about your offerings to audiences you already know, too.
- 🌿 Your logo and/or inclusion in all marketing communications that focus on the event, including: signage, emails, and website.

**\$25,000**

*Photos courtesy of Caught in the Moment Photography*

# Education and Meetings Sponsorship Opportunities





Session	Time	Cost	What the Opportunity Includes
<p><b>GENERAL SESSION</b> Day 2 of NRPA's General Session builds on Day 1's activities. Sponsoring this General Session gives you a great opportunity to reinforce your message and reach your audience as they begin a new day!</p>	<p><b>Wednesday October 11</b> 9 am – 10:30 am CST</p>	<p><b>\$25,000</b></p>	<ul style="list-style-type: none"> <li>- Headlining as exclusive category sponsor of the session</li> <li>- A 30-second video before the session, giving you a great opportunity to connect with your audience.</li> <li>- Your logo on all session signage.</li> <li>- Your logo and/or inclusion in all marketing communications that mention the event, including: signage, emails, and website.</li> <li>- An opportunity to provide a promotional item to all in attendance.</li> </ul>



## CONFERENCE SESSIONS

### Tuesday-Thursday October 10-12





NRPA Conference attendees are constantly striving to achieve excellence in their field. Conference sessions are where attendees receive continuing education credits, network, extend their learning, and discover best practices. You can be the exclusive category sponsor of all Conference sessions with more than 200 sessions. This includes:

-  Headlining as the exclusive category sponsor of the NRPA Education tracks.
-  A 30-second video prior to Conference sessions.
-  Logo and/or inclusion in all marketing communications that mention the sessions, including: signage, emails, and website.
-  An opportunity to provide a promotional item to all in attendance.

**\$25,000**

## NRPA MEMBER NETWORK MEETINGS

Get in front of the most engaged Conference members by sponsoring NRPA's Member Network Meetings. Network meetings are collaborative exchanges with like-minded professionals in topical areas of the field. The Networks include top professionals in the areas of aquatics, Armed Forces recreation, DEI focused professionals, educators, leadership development, and young professionals. This opportunity includes:

-  Logo on the meeting invite to the communities.
-  Logo recognition at the Member Network Meetings.
-  Your logo and/or inclusion in all marketing communications that mention the event, including signage, emails, and website.
-  Providing a promotional item to Member Network Meeting attendees.

**\$5,000**

*Photos courtesy of Caught in the Moment Photography*






# Attendee Resources Sponsorship Opportunities

## ATTENDEE REGISTRATION

**SOLD**

Every Conference attendee swings by Conference registration to kick off their Conference experience. Be the first sponsor they see and welcome them with significant branding by sponsoring registration at the event. This includes:




-  Your logo placed on the registration structures.
-  Your logo on attendee registration confirmation emails, linking back to your website.
-  Your logo on the NRPA registration page.

**\$25,000**

## BADGE HOLDER

**SOLD**

Want to see every attendee wearing your brand? Through our badge holder sponsorship, your logo is prominently featured on the official NRPA Annual Conference badge holder! This includes:




-  Your logo on all attendee badge holders.
-  Production, shipping, and distribution.
-  **OPTIONAL:** You can provide a badge insert driving traffic to your booth if you like. Your team is responsible for production and delivery of this item.

**\$25,000**

## CONFERENCE BAGS

**SOLD**

Gain major attention by prominently displaying your logo on the attendee bags. NRPA has chosen an eco- and user-friendly bag option that attendees will not only tote at the show, but will take back to offices and homes for continued use. This sponsorship includes:

-  Your logo on the official Conference bag.
-  Production and distribution of Conference bags to attendees.
-  Your logo with signage at the Conference thanking you as a sponsor.



**\$25,000**

*Photos courtesy of Caught in the Moment Photography*



## OFFICIAL POCKET GUIDE




This highly visible opportunity offers branding the official Pocket Guide for the NRPA Annual Conference. Every attendee uses this resource to navigate their way through the schedule, hours, Exhibit Hall information, and convention center maps. This sponsorship includes:

-  An ad in the official Pocket Guide.
-  Production, shipping and distribution of the Pocket Guide.

**\$5,000**

## CONFERENCE APP **SOLD**

This highly visible opportunity offers branding the official Pocket Guide for the NRPA Annual Conference. Every attendee uses this resource to navigate their way through the schedule, hours, Exhibit Hall information, and convention center maps. This sponsorship includes:

-  A banner ad at the top of the Conference app page, linking back to your chosen URL.
-  All costs associated with the app's production.
-  Your logo and/or inclusion in all marketing communications that mention the Conference app.

**\$25,000**

## SHUTTLES

Our shuttle buses transport attendees between Conference events and their hotels. This means by sponsoring these shuttles, your logo is reaching hundreds of Conference attendees. Each bus provides a graphic of your company or product logo within the shuttle. We include your company or product logo on all shuttle route

\*This sponsorship does not include a wrap of the vehicle.

**\$25,000**

## WIFI

When attendees want to connect to the internet, YOUR brand will get them there. This opportunity includes brand recognition on signage promoting the WiFi. All attendees will be automatically directed to your company's URL when they log in as well. You can create your own password to access WiFi such as Company and Booth XXX.

**\$10,000**

*Photos courtesy of Caught in the Moment Photography and Dreamstime*



# Exhibit Hall Sponsorship Opportunities

## OFFICIAL SHOW GIVEAWAY **SOLD**

Sponsor one or both official show giveaways at the opening of each Exhibit Hall day. Each attendee walking through the entrance of the Exhibit Hall will receive an item of your choice. In 2022, 99 percent of practitioner attendees visited the Exhibit Hall.

This sponsorship includes signage promoting the giveaway item.

Cost: **\$5,000** (per day)

\*NOTE: Become an exclusive sponsor for \$7,500

**\$7,500**

## CASH GIVEAWAYS **SOLD**

Bring joy to Conference attendees – and attention to your brand – by sponsoring a \$500 cash giveaway each day of the Exhibit Hall. Sponsorship includes announcing the cash giveaway, signage, and lead retrieval to pick the lucky winners. We also share the sign-up information from the cash giveaway with this sponsor.

**\$5,000**

## EXPEDITION SCAVENGER HUNT HOST **SOLD**

Engage attendees and drive traffic across the show floor by becoming the host sponsor of our interactive game in the Exhibit Hall.

Attendees visit the EXPOdition booths on their game card and receive a stamp. They then drop the completed card at your booth for an opportunity to win prizes on the last day of the Exhibit Hall. Your logo will be included on all signage, and the prize drawing will be at your booth.

**\$7,500**

## ATTENDEE FOOD & BEVERAGE EVENT(S)

Connect with attendees by becoming the exclusive category sponsor of the food and beverage service(s) on the second Exhibit Hall day. As a sponsor, NRPA will feature you where attendee food options are promoted, including but not limited to social media, signage, and food and beverage tickets.

\*NOTE: Serve as an exclusive food and beverage event sponsor for \$15,000

**\$8,500**

*Photos courtesy of Caught in the Moment Photography*



## AISLE SIGNAGE **SOLD**

Through this sponsorship, you can easily catch attendees' attention as they navigate the Exhibit Hall. We'll include your logo on every aisle sign on the Exhibit Hall floor. In 2022, 99 percent of practitioner attendees visited the Exhibit Hall!

**\$25,000**

## SPEED SESSIONS **SOLD**

Become the **exclusive category sponsor** of the NRPA Speed Sessions on the Exhibit Hall floor. This sponsorship includes:

- 🌿 The opportunity to merchandise part of the area.
- 🌿 A 30-second video preceding each Speed Session.
- 🌿 A 20-minute session provided by sponsor.
- 🌿 Sponsor can provide the speaker to provide in-person 10 minute Q&A following the sessions.

**\$20,000**

## EXPEDITION GAME CARD

This popular Exhibit Hall game is an attendee favorite year after year, sending them to visit every participating booth. Sponsorship includes your company name and booth number on a game square and in promotions encouraging people to stop by these booths.




**\$300 per square**

FREE SPACE	Playground Equipment.com 831	Smashers On Virtual Golf Centers 1439	The Toro Company 891	Desert Pathways by Equinox Industries 1659	SCORE SPORTS 1930	Zemorles Solutions Inc 2046	Green Frog Systems, Inc. 2250	ACTIVE Network 2432
Background Investigation Bureau, LLC 808	Think Green Promos 1018	Ringers Base Concepts 1640	Cartograph 1929	Tyler Technologies 1656	Green Flush Restrooms 1655	Shade 'N' Hat of Antares 2081	FREE SPACE	Direct Access 2639
HOACBay 809	CivilRec 1012	Loco Concepts 1442	Turf Producers Association 1920	South Padre Island GPTs, Inc 1771	BerryDune 1914	Artificial Ice B-mills/Pel Fest Events 2121	Mid-America Pool Renovation 2281	ePACT Network Ltd 2642
BlueDAG 828	Cintas Corporation 1130	High Flow 1642	<b>Burke</b> PLAY THAT MOVES YOU			Portofella Picking Hounds 2150	Academy of Model Aeronautics 2256	Exaloo Public Bedroom 2660
WT Group 808	Keeper Goals - Goalkeeper 1131	Byrne & Jones Construction 1447	PumpTrax USA 1632	Alpha Card Compact Halls LLC 1729	Imaginative Playground 1917	Clubpark 2154	Shelby Trailer Service, LLC 2287	ISRIK Alerts 2608
QuickScores LLC 810	Pink Rock/ R.J. Thomas Hfy Co. 1224	FREE SPACE	Wagand Sports GmbH 1646	ROCK Sports GmbH 1646	Foresight USA 1642	Issuu 2187	Vermont Systems 2233	Mosca Design 2620
Security Lines US 824	SelfieBolt Ultimate GmbH 1414	Hitchcock Design Group 1490	DuPont, Inc. 813	Hets Unlimited, Inc. 1787	Key Park Recreation Corp. 1950	Vico Inc. 2229	Neptune Beach / Evolve Water Technologies 2336	NRPA Member Area 2769
CIT Procast Concrete Products 728	Cimarron Sports 1433	Agospross 1481	Holo Sports 1682	Life Floor 1611	American Red Cross 2030	KirbyBuilt 2248	DaySmart Recreation 2336	FREE SPACE

# Branding & Communications Sponsorship Opportunities

## EMAIL MARKETING

Only confirmed exhibitors can invest in our email marketing program. This is a great opportunity to communicate with registered attendees prior to and after the Conference. This opportunity includes:

-  Sending emails to Conference attendees. The email program opens four weeks before the Conference and continues for four weeks after the Conference.
-  Data from the emails! NRPA will share open rates and general statistics.
-  Choosing your preferred day and time slots for sending emails. (These are available on a first come, first served basis.)

**\$1,500 per email**

## CONFERENCE BAG INSERT

Every Conference attendee receives a Conference bag. Through this opportunity, YOU can choose an item – such as literature, an invitation directing attendees to your booth for a prize, or a promotional item. NRPA will include it in the bag!

\*Your team provides the promotional item (can be 4,500-5,000+ items), pays for postage, and schedules the arrival of the item to the warehouse one week prior to Exhibit Hall move-in. We recommend featuring an eco-friendly or sustainable insert!

**\$1,500**

## BANNERS

Extend your message beyond your booth by purchasing a banner encouraging attendees to visit you on the Exhibit Hall floor. Your sponsorship includes banner production and installation.

**Please call for pricing, as it is dependent on size and location(s).**

## FLOOR DECALS

Extend your message beyond your exhibit by purchasing a floor decal to drive traffic to your booth and brand awareness. Your sponsorship includes production and installation.

**Please call for pricing, as it is dependent on size and location(s).**

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Contact us for more details on the 2023 Sponsorship Programs at the  
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