Kay Bailey Hutchison Convention Center
Dallas, Texas

Conference
October 10-12

Expo
October 10-11
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!

Ruth Wheeler
rwheeler@nrpa.org
703-858-2178
Based in California / PST
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.

<table>
<thead>
<tr>
<th>Investment</th>
<th>Events</th>
<th>Education &amp; Meetings</th>
<th>Attendee Resources</th>
<th>Exhibit Hall</th>
<th>Branding &amp; Communications</th>
</tr>
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<tbody>
<tr>
<td>Call for Pricing</td>
<td>One exclusive opportunity: Sponsor the Opening Night Reception</td>
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<tr>
<td>$45,000</td>
<td>Pillar Sponsorship</td>
<td>Year Round Opportunity Reaching Members and Conference Attendees</td>
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<td>$25,000</td>
<td>Opportunity: Sponsor the Best of the Best Ceremony &amp; Reception</td>
<td>Two Opportunities: 1. Sponsor General Session or 2. Sponsor Conference Education Sessions</td>
<td>Five Opportunities: 1. Sponsor the Badge Holders or 2. Sponsor the Conference app or 3. Sponsor the shuttles or 4. Sponsor attendee registration or 5. Sponsor the Conference bags</td>
<td>Two Opportunities: 1. Sponsor our Speed Sessions or 2. Sponsor the aisle signage</td>
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<td>Opportunity: Sponsor the Official Pocket Guide</td>
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Are you looking to develop a CUSTOM PROGRAM? We are happy to collaborate on the perfect sponsorship combination that meets your goals and budget.
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
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  **SOLD**

**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

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Cost</th>
<th>What the Opportunity Includes</th>
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<td><strong>GENERAL SESSION</strong>&lt;br&gt;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!</td>
<td>Wednesday&lt;br&gt;October 11&lt;br&gt;9 am – 10:30 am CST</td>
<td>$25,000</td>
<td>- Headlining as exclusive category sponsor of the session&lt;br&gt;- A 30-second video before the session, giving you a great opportunity to connect with your audience.&lt;br&gt;- Your logo on all session signage.&lt;br&gt;- Your logo and/or inclusion in all marketing communications that mention the event, including: signage, emails, and website.&lt;br&gt;- An opportunity to provide a promotional item to all in attendance.</td>
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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
ATTENDEE REGISTRATION

Every Conference attendee swings by Conference registration as they 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

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

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
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  
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  
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 signup information from the cash giveaway with this sponsor.

$5,000

EXPODITION SCAVENGER HUNT HOST  
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. Deadline to participate July 14.

$300 per square
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).

Photos courtesy of Caught in the Moment Photography and Dreamstime
Contact us for more details on the 2023 Sponsorship Programs at the

**NRPA ANNUAL CONFERENCE IN DALLAS!**

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Based in California / PST

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