



2025  
ANNUAL  
CONFERENCE

September 16-18 - Orlando, Florida

**BUILD  
TOGETHER,  
PLAY  
TOGETHER**

## ABOUT NRPA

The National Recreation and Park Association (NRPA) is the leading not-for-profit organization dedicated to building strong, vibrant, and resilient communities through the power of parks and recreation. NRPA advances this vision by investing in and championing the work of park and recreation professionals as a catalyst for positive change in service of equity, climate-readiness, and overall health and well-being. NRPA is the voice for the park and recreation profession; we invest in and advocate for park and recreation professionals because we know that an investment in parks and recreation is an investment in building communities that thrive.

For more than 50 years, the NRPA Annual Conference has been the premier meeting of the park and recreation community. Annual Conference attendees get an inside look at the latest products and services at our interactive Exhibit Hall, have the chance to connect with colleagues and experts in the field, and have access to hundreds of education sessions.

By sponsoring NRPA's conference, you also demonstrate your commitment to the park and recreation industry and the positive impact it has on public health, equity, and the environment. Your support not only elevates your brand's visibility but also helps drive change in communities. Together, we can ensure access to quality parks and recreation services that create lasting, positive outcomes for all.

## IN 2024 NRPA

### ENGAGED

**68,000+ NRPA Members**, representing thousands of urban, suburban, and rural communities in all **50 states**. NRPA is the only national organization that connects you to decision-makers at all areas of parks and recreation.

### INVESTED

Over **\$3.9 million** in **136 communities** nationwide in collaboration with our corporate, foundation, and federal partners.

### IMPACTED

**Over 2 million community members** through NRPA's partnerships, including **62%** people living in low-income households, **65%** people of color, and **17%** who are Hispanic or Latino.

## THE FIELD OF PARKS & RECREATION

- **\$201 billion** in economic activity, plus support for 1.1 million jobs.
- **164,000 full-time** employees work in local park and recreation agencies in the United States, plus thousands of part-time workers.
- **276,000,000 people** in U.S. visited a local park or recreation facility at least once and **40 million youth** participate in at least one local park and recreation program annually.

For More Information Contact Ruth Wheeler, Senior Corporate Development Officer | [rwheeler@nrpa.org](mailto:rwheeler@nrpa.org)



## NRPA'S ANNUAL CONFERENCE

### ENGAGES

**Over 8,000 attendees**, NRPA's Annual Conference is the largest gathering of park and recreation professionals in one place.

### CONNECTS

Sponsors to attendees, including **84%** of which play a role in purchasing decisions. **38%** of attending agencies have an annual budget of over **\$10 million**.

### IMPACTS

NRPA's essential work with agencies across the country. As our largest source of unrestricted support annually, our conference raises **\$2.1M in support of our mission**.

## SPONSORSHIP OPPORTUNITIES

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 and philanthropic goals. Sponsoring NRPA's conference offers unique opportunities to engage with thousands of park and recreation professionals, influencers, and decision-makers from across the country. With a variety of packaged and à la carte sponsorship options, you can showcase your brand in front of a highly targeted audience who are passionate about making communities better through parks and recreation.



## SPONSORSHIP PACKAGES

	\$100,000+	\$75,000+	\$50,000+	\$25,000+	\$10,000+	\$5,000+	\$2500+
Listed With Sponsors On Website and Onsite signage	Top Logo Listing	Secondary Logo Listing	Third Tier Logo Listing	Third Tier Logo Listing	Third Tier Logo Listing	Bottom Logo Listing	Bottom Logo Listing
Thanked With Sponsors In Parks & Recreation Magazine & 2 Social Posts	Top Logo Listing	Secondary Logo Listing	Third Tier Logo Listing	Third Tier Logo Listing	Third Tier Logo Listing	Bottom Logo Listing	Bottom Logo Listing
Thanked in 2 NRPA Emails (NRPA This Week & NRPA's Park Patron Digest)	Top Logo Listing	Secondary Logo Listing	Third Tier Logo Listing	Third Tier Logo Listing	Third Tier Logo Listing	Bottom Logo Listing	Bottom Logo Listing
Thanked On Slide in Education Sessions	Top Logo Listing	Secondary Logo Listing	Third Tier Logo Listing	Third Tier Logo Listing	Third Tier Logo Listing	Bottom Logo Listing	Bottom Logo Listing
Listed in NRPA's Annual Report	✔	✔	✔	✔	✔	✔	✔
Listing on EXPOdition Game Card (as space allows)	✔	✔	✔	✔	✔	✔	
Bag Insert	✔	✔	✔	✔	✔	✔	
Volunteer T-shirt Listing	✔	✔	✔	✔	✔		
Invites to The VIP Chairs Reception & Opening Party	X3	X 2	X 2	X1	X1		
Conference App Ad	✔	✔	✔	✔			
Brand Specific Email to Attendees	X3	X 2	X1	X1			
Branded Floor Decal	X 8	X 4	X 2	X1			
Full Conference Pass (Comped Attendance)	X3	X 2	X 2				
Chairs Reception Sponsorship Logo Listing	✔	✔	✔				
Conference App Push Notification Onsite	X3	X 2	X1				
Comped Exhibit Space	10x10	10x10					
Dedicated Social Media Posts	X2	X1					
Thanked From Stage: Day 2 General Session	✔	✔					
Thanked From Stage: Opening General Session	✔						

## ADDITIONAL SPONSORSHIPS & ADD ONS

These additional à la carte sponsorship opportunities for NRPA's Annual Conference offer existing and tailored opportunities for companies to engage with attendees and maximize their visibility during the event. Sponsors can select from a variety of options, such as sponsoring specific events, networking opportunities, or key conference collaterals. Other offerings may include digital sponsorships or custom content. These sponsorships allow businesses to strategically align their brand with specific aspects of the conference, ensuring a high level of exposure and engagement with industry professionals.

### LIMITED AVAILABILITY

<b>Opening Night Reception Presenting Sponsor (Category Exclusive)</b>	<b>SOLD</b>
<b>Best of the Best Presenting Sponsor</b>	<b>\$10,000</b>
<b>Speed Sessions Exhibit Hall Floor</b>	<b>SOLD</b>
<b>Conference Give Away (Both Days)</b>	<b>SOLD</b>
<b>EXPOdition Game Card Host</b>	<b>SOLD</b>
<b>Cash Giveaway</b>	<b>\$5,500</b>
<b>Registration</b>	<b>\$15,000</b>
<b>Attendee Lunch</b>	<b>\$8,500</b>
<b>Badge holder (Includes 2-page spread in the Exhibit Hall Guide)</b>	<b>SOLD</b>
<b>Translation Sponsorship</b>	<b>\$5,000</b>
<b>Transportation Sponsor</b>	<b>\$10,000</b>
<b>Conference Sessions Presenting Sponsor</b>	<b>SOLD</b>
<b>Conference App Sponsor Presenting</b>	<b>SOLD</b>
<b>Aisle Signs</b>	<b>SOLD</b>
<b>Puppy Pen</b>	<b>SOLD</b>
<b>Sports Demo-Zone – Non-profit (Limited)</b>	<b>Sliding scale based on budget.</b>
<b>Sports Demo-Zone – For Profit (Limited)</b>	<b>\$15,000</b>

## MULTIPLE AVAILABLE

Opening Night Reception Supporting Sponsor (Availability Has Limitations) \$25,000

Bag Inserts (Deadline August 30<sup>th</sup>) \$1,500

EXPOdition Game Card (Limited Inventory, Deadline June 20<sup>th</sup>) \$350

Email Marketing (Limited Inventory, Run 4 Weeks Before & 4 After Conference) \$1,500

8 Floor Decals Minimum of 8 (2'x2') \$2,200 (\$275 each additional)

NRPA Network Membership Meetings (6 Available) \$2,500 each

Happy Hours (Women in Parks, Ethnic Minority Society, LGBTQ+) \$2,500 each

Conference Attendee Scholarships  
\$4,500 With travel and food stipend  
\$3,500 With travel stipend  
\$1,000 Scholarship and supplies only

