



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 parks for all, climate-readiness, and overall health and well-being. NRPA is the voice for the park and recreation profession; we invest in and support 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. NRPA 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 becoming a sponsor of the NRPA Annual Conference, you demonstrate your commitment to the park and recreation industry and the positive impact it has on public health, equality and the environment. Your support elevates your brand's visibility and helps drive change in communities. Together, we can ensure access to quality park and recreation services that create lasting, positive outcomes for all.

## NRPA BY THE NUMBERS

### ENGAGEMENT

NRPA's membership has grown to more than **68,000 park and recreation professionals, advocates and students** and nearly **4,000 agencies** across the globe.

### INVESTMENT

With the support of our partners, **NRPA invested \$2.7 million in 266 local communities**, reaching more than **3.2 million people** through our grants.

### IMPACT

As part of the **Million Coaches Challenge**, NRPA trained more than **14,000 coaches**, providing more than **140,000 youth** with high-quality sport experiences.



# THE FIELD OF PARKS AND RECREATION

## GENERATES

**\$201 billion**  
in economic activity, plus support for  
**1.1 million jobs**

## EMPLOYS

More than **4,300 professionals**  
achieved certification through  
**NRPA credentialing programs**

## SUPPORTS

**276,000,000** people  
who have visited a local park or recreation facility in the United States at least once and  
**40 million youth**  
who participate in at least one local park and recreation program annually.

## NRPA ANNUAL CONFERENCE

### ENGAGES

The **2025 NRPA Annual Conference** in Orlando was our largest to date, with more than **8,800 attendees and exhibitors**

### CONNECTS

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

### IMPACTS

NRPA's essential work with agencies across the country. As our largest source of unrestricted support annually, our conference raises **\$2.1 million 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 the NRPA Annual 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+	\$2,500+
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 <i>Parks &amp; Recreation</i> Magazine and Two 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 Two NRPA Emails (NRPA Field Notes and 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 the NRPA Annual Report	✔	✔	✔	✔	✔	✔	✔
Listing on EXPOdition Game Card (as space allows)	✔	✔	✔	✔	✔	✔	
Bag Insert	✔	✔	✔	✔	✔	✔	
Invites to the VIP Chair's Reception and Opening Night Reception	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 AND ADD-ONS

These additional à la carte sponsorship opportunities for the NRPA 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

Opening Night Reception Presenting Sponsor (Category Exclusive)	PENDING
Best of the Best Presenting Sponsor	\$10,000
Speed Sessions Exhibit Hall Floor	PENDING
Conference Giveaway (Both Days)	PENDING
EXPOdition Game Card Host	PENDING
Cash Giveaway	PENDING
Registration	PENDING
Attendee Lounge	\$10,000
Attendee Lunch	PENDING
Badge Holder (Includes two-page spread in the Exhibit Hall Guide)	PENDING
Translation Sponsorship	\$5,000
Transportation Sponsor	\$10,000
Conference Sessions Presenting Sponsor	PENDING
Conference App Sponsor Presenting	SOLD
Aisle Signs	SOLD
Puppy Pen	PENDING
Sports Demo-Zone – Nonprofit (Limited)	Sliding scale based on budget.
Sports Demo-Zone – For Profit (Limited)	\$15,000

# MULTIPLE AVAILABLE

Opening Night Reception Supporting Sponsor (Availability Has Limitations)	\$25,000
EXPOdition Game Card (Limited inventory, Deadline June 20)	\$350
Email Marketing (Limited inventory, run four weeks before and four after conference)	\$1,575
8 Floor Decals (Minimum of 8 (3'x3') )	\$2,400 (\$300 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	<p>\$4,500 with travel and food stipend</p> <p>\$3,500 with travel stipend</p> <p>\$1,000 includes only scholarship and supplies</p>

