

NRPA 2011 Sponsorship Opportunities



NRPA CONGRESS and EXPOSITION

November 1-3, 2011

Georgia World Congress Center
Atlanta, Georgia

Active Minds, Healthy Nation.



National Recreation
and Park Association

www.NRPA.org/congress



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Reach Your Target

NRPA offers our industry partners an opportunity to reach thousands of attendees annually through exhibit and sponsorship opportunities at key events. Choose from an array of venues and target the appropriate sales location and audience for your products and services. NRPA events draw decision makers with the buying power that you want.

Sponsorship is a proven means to elevate the impact of your presence at a trade show. Research indicates that exhibitors engaged in sponsorship and pre-show promotions can increase booth traffic by more than 35 percent*.

*The Center for Exhibition Industry Research (CEIR) is a non-profit organization with the mission of advancing the growth, awareness, and value of exhibitions and other face-to-face marketing events by producing and delivering research-based knowledge tools. Founded in 1978 as the Trade Show Bureau, CEIR has become the foremost source of research, information, and communication on exhibitions.

You work hard to develop products and services that meet the needs of the park and recreation community. It's an important market for you — not just for the revenue opportunity, but because you care about the people you serve, and the people they serve.

Whether your company wishes to connect with our entire community or to a highly-defined market segment, NRPA has the promotional opportunities to meet your sales and marketing objectives and budget.

Customize your opportunities and tell us how we can make your sponsorship experience with NRPA a success.

NEW IN 2011

- OPPORTUNITIES FOR NRPA SPONSORS TO GIVE BACK TO COMMUNITIES AND CONTRIBUTE TO PARK RESTORATION.
- NEW SPONSORSHIP PACKAGES.
- SPECIAL SPONSORSHIPS OFFERED EXCLUSIVELY TO PARKS BUILD COMMUNITY PARTICIPANTS.
- MORE VALUE: PACKAGES AND OPPORTUNITIES AVAILABLE TO MEET EVERY BUDGET.

SPONSOR THE Parks Build Community PROJECT

The *Parks Build Community* project demonstrates the transformative value that parks and recreation have on the health and vitality in communities across America. In recognition of the donations received, NRPA will highlight its partners through several events planned throughout the year.

NRPA partnered with the Atlanta Department of Parks, Recreation and Cultural Affairs to select Selena Butler Park, an urban park located in an under-served inner-city community as the site for the project. This property is located just blocks from the Martin Luther King National Historical site and in the heart of a community in dire need of safe outdoor recreational opportunities for residents of all ages, especially children and youth.



The Request for Proposals to participate in the *Parks Build Community* project were sent to our industry partners on December 13, 2010 with a submission deadline of January, 21, 2011. If you did not receive the RFP or would like more information about how you can get involved please contact:

Karla Kelly
703.858.2197
kkelly@nrpa.org

Parks Build Community

SPONSORSHIP TIERS

TIER 1 CONTRIBUTORS

**\$100,000+ of in-kind contribution/
donation receive:**

- Recognition in national and local media campaign and press kits
- Recognition in two (2) press releases on the national and local level
- Company mentioned in three (3) articles in *Parks & Recreation* magazine
- Listed company and logo in all *Parks & Recreation* updates
- One (1) free NRPA membership list rental
- Two (2) full 4/color ads in NRPA On-site Program for Congress
- Two (2) page spread in Sponsor Profile in the on-site Conference issue of magazine
- Recognition at the Corporate level in America's Backyard website
- Listed in all updates for the *Parks Build Community* project
- Name on Contributor Plaque in Park
- Mentioned in four (4) stories in *NRPA Express*
- Named in articles of the *NRPA Weekly*
- Mentioned in Preliminary Program and Tri-Fold publications for Congress
- Featured in the *Parks Build Community* exhibit located on the Congress exhibit floor
- Listed on Thank You banner at Congress and on NRPA website
- VIP seating at dedication of Park project
- Invitation to 2012 Legislative Forum Reception

TIER 2 CONTRIBUTORS

**\$50,000–\$99,000 of in-kind contribution/
donation receive:**

- Recognition in national and local media campaign and press kits
- Recognition in two (2) press releases on the national and local level
- Company mentioned in three (3) articles in *Parks & Recreation* magazine
- Listed company and logo in all *Parks & Recreation* updates
- One (1) free NRPA membership list rental
- Two (2) half-page full color ads in NRPA On-site Program for Congress
- Listed in all updates for the *Parks Build Community* project
- Name on Contributor Plaque in Park
- Mentioned in three (3) stories in *NRPA Express*
- Named in articles of the *NRPA Weekly*
- Mentioned in the Preliminary Program for Congress
- Featured in the *Parks Build Community* exhibit located on the Congress exhibit floor
- Listed on Thank You banner at Congress and on NRPA website
- Invitation to the dedication ceremony of the Park

Exclusive Opportunities for *Parks Build Community* Sponsors:

TIER 1 CONTRIBUTOR PRICE: \$10,000

TIER 2 CONTRIBUTOR PRICE: \$20,000

Outdoor Column Wraps (Set of 4): Have your company instantly recognized by all attendees as a sponsor of the *Parks Build Community* project by wrapping your company name and logo on prominent columns located at the main entrance to the Georgia World Congress Center in the shuttle area.

TIER 1 CONTRIBUTOR PRICE: \$8,000

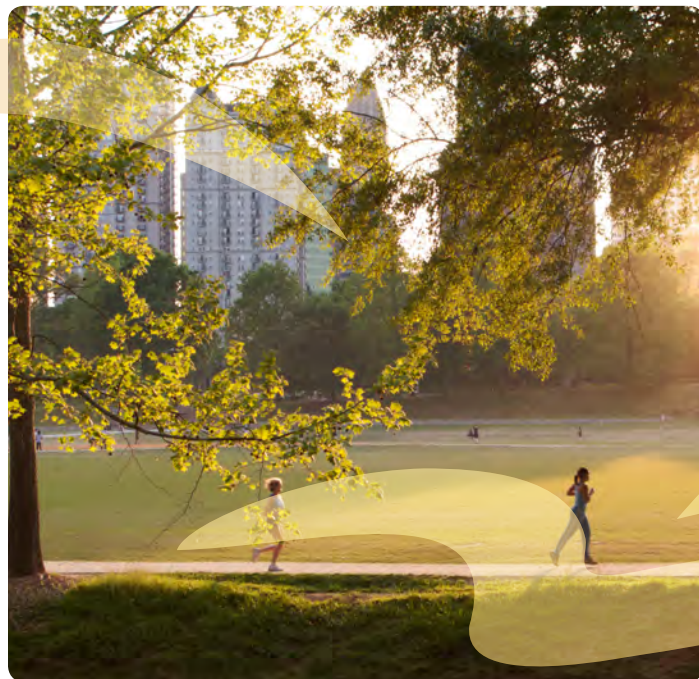
TIER 2 CONTRIBUTOR PRICE: \$10,000

Decorative, front-facing, shadow boxes located at the main entrance of the Georgia World Congress Center in the shuttle area.

TIER 3 CONTRIBUTORS

**\$15,000–\$49,000 of in-kind contribution/
donation receive:**

- Company mentioned in two (2) articles in *Parks & Recreation* magazine
- Company listed in all *Parks & Recreation* updates
- Half-page color ad in Final Program for Congress
- Listed in all updates for the *Parks Build Community* project
- Name on Contributor Plaque in Park
- Mentioned in two (2) stories in *NRPA Express*
- Featured in two (2) customized press releases both national and local
- Mentioned in Preliminary Program for Congress
- Featured in the *Parks Build Community* exhibit located on the Congress exhibit floor
- Listed on Thank You banner at Congress and on NRPA website



TIER 4 CONTRIBUTORS

**\$14,999 and under of in-kind contribution/
donation receive:**

- Company mentioned in final article in *Parks and Recreation* magazine
- Company mentioned in last update
- An acknowledgment in Congress On-site Program
- Mentioned in one national and local press release
- Featured in the *Parks Build Community* exhibit located on the Congress exhibit floor
- Listed on Thank You banner at Congress and on NRPA website



CONGRESS SPONSORSHIP ITEMS

\$100,000	Two-day Lunch Sponsorship: Includes your company name and logo on lunch tickets, table tent cards, all aisle signs, and banner recognition
\$75,000	Event Sponsorship, Party at the Aquarium: Includes exclusive signage, Go-Bo's, and sponsor recognition in multiple locations of the Atlanta Aquarium. You will be the big fish!
\$65,000	Event Sponsorship: Party at Olympic Park
\$60,000	Lunch Sponsor on Trade Show Floor: Includes company name and logo printed on lunch tickets, and table tent cards
\$35,000	Registration Bags: Tote bags distributed to all attendees and exhibitors with your company name and logo
\$30,000	Online Congress Library for the 2011 NRPA Congress and Exposition: Give your sponsorship a longer shelf life by sponsoring the Online Congress Library, highlighting all education sessions from 2011 Congress in Atlanta. Attendees are able to visit and download from the library for the entire year
\$25,000	Water Bottles: Inserted into registration bags with your company name and logo Shuttle Bus Signage
\$20,000	Wi-Fi Internet Lounges (\$25,000 for both) Attendee Massage and Relaxation Lounge: Bring comfort and relief to attendees by sponsoring a lounge equipped with massage therapists and refreshments
\$15,000	2011 Attendee and Exhibitor Neck Wallets
\$10,000	Informational Room Drops: Have your company information delivered right to the door of attendees and exhibitors staying in headquartered hotels NRPA Trade Show Floor Logos "You Are Here" Show Floor Maps

NEW THIS YEAR

\$20,000—EDUCATIONAL ROOMS (\$50,000 FOR THREE DAYS):

Become a presenting sponsor for the 2011 Congress Education. Your company's name and logo will appear on the screen of all education session presentations, schedule signage, and recognition in the final On-site Program.

\$20,000—DOLPHIN SHOW DURING NRPA PARTY AT THE AQUARIUM—2011 EXCLUSIVE OPPORTUNITY:

One Show: \$11,000, Two Shows: \$20,000

\$30,000—PRIVATE VIP SUITE:

Entertain your most important customers in the exclusive trade show floor VIP Suite. Sponsorship reserves you the suite for all open exhibit hall hours and includes a lounge with private offices attached, light fare, and daily happy hour.

\$8,500	Customized Hotel Key Cards: Escort attendees and exhibitors into their rooms by placing your company name and logo on the key cards of participating headquartered hotels
\$8,000	Volunteer Attire: As Congress volunteers work the event, from the convention center to off-site meetings, let your company be recognized on their quality apparel. (Apparel item negotiable)
\$5,000	Monthly sponsorship in <i>Parks & Recreation</i> digital addition (annual sponsorship available for \$55,000)
\$4,000	Note Pad in Registration Bags with company Logo
	Screen Saver on one bank of Cyber Café computers (two banks for \$7,000)
	Hydration Station (three for \$10,000): Attendees and Exhibitors will thank you for quenching their thirst with water stations located in several areas of the trade show floor
\$3,500	Pen in Registration Bags with company Logo
\$2,000	Presenting Sponsor of Exhibit Scavenger Hunt: Your company name and logo will appear as Presenting Sponsor on the score card distributed to all attendees and all promotional signs and mailings for the game
\$1,500	Company Literature in Registration Bag (limited to first five companies)
\$75	Exhibitor Scavenger Hunt Participant (\$75 per day): Draw attendees to your booth by placing your company name and booth number as a playing square on the attendee score card. All attendees receive this playing card and are encouraged to play through prize offerings



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