



2016 SPONSORSHIP OPPORTUNITIES



National Recreation
and Park Association



NRPA 2016
ANNUAL CONFERENCE
GREAT IDEAS START HERE



professionals from across the country and around the world. This year, at least 91% of attendees will have purchasing influence or authority. Don't miss this opportunity to build your brand and introduce your product or service to the largest gathering of industry professionals in the nation.

NRPA provides a variety of highly visible sponsorship opportunities and a robust package of benefits to each participating sponsor.

Get noticed by more than 7,000 attendees by becoming a sponsor for the 2016 NRPA Annual Conference October 5-8 in St. Louis, Missouri. This conference brings together thousands of park and recreation pro-

ALL SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- » Upgraded exhibitor listing and highlighted booth on map in the Exhibit Hall Guide
- » Recognition with logo in the conference preliminary program, Pocket Guide, Exhibit Hall Guide and *Parks & Recreation* magazine
- » Sponsor recognition on conference website and in the mobile app
- » Sponsor medallion at booth and special staff badge ribbons
- » Recognition with logo at the Opening General Session and on sponsor banners in convention center

SPONSORSHIP OPPORTUNITIES

Opening Party

SOLD

Kick off the conference with a bang by sponsoring the opening celebration. More than 2,500 attendees will enjoy hours of entertainment, food and beverages.

Recognition and Benefits:

- » Sponsor logo included on all event promotion including preliminary program, online event schedule, email marketing to attendees, social media mentions and Pocket Guide.
- » Sponsor mention included on Mobile App push notification to attendees reminding them to attend the event.
- » Sponsor logo included on signage, party tickets and party passport.
- » 50 party tickets and a private reception area for your select VIP's.

Opening General Session

Be the first to grab the attention of more than 2,500 attendees by sponsoring the Opening General Session.

Recognition and Benefits:

- » Sponsor logo placed on schedule and event specific promotion
- » Pre-recorded 30-second welcome video
- » Promotional materials distributed at the entrance

Closing Party

Sponsoring the closing party gives you a great opportunity to make an impression with attendees before they head home! Sponsorship includes recognition on promotional material, signage and party passports, as well as extra tickets for your VIP's.

Attendee Bags

SOLD

Gain major attention by proudly and 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 make its way back to the offices and homes of all attendees for continued use. This highly visible sponsorship continues after the close of the show floor with this take-home item.

Attendee Neck Wallets

SOLD

Every attendee will be wearing your brand around their necks when your logo is prominently featured on the official NRPA Annual Conference badge holder!

Chair's Reception

The Chair's Reception is an exclusive, invitation-only event on Tuesday evening that will host 50 VIP guests including urban directors, NRPA board members and executive management from partner organizations. This sponsorship includes recognition on the invitation and at the event, and the opportunity to welcome guests.

Special Delivery of *Parks & Recreation* Magazine

The October special show issue of *Parks & Recreation* magazine will be hand delivered to each attendee's hotel room prior to the exhibit hall opening. Your sponsor logo and booth number will be prominently featured on the "belly band" that securely wraps the magazine.



NRPA Annual Conference Pocket Guide

This highly visible opportunity brands the official Pocket Guide for the 2016 Annual Conference. Every attendee receives this map to help them navigate their way through the convention center and exhibit hall, and check the daily schedule at a glance.

Education Sponsor

One of the top reasons people attend the conference is for education, so by sponsoring education your brand will be visible to thousands of attendees who attend the hundreds of sessions over all three days.

Recognition and benefits:

- » Company logo prominently featured on all classroom screens and education schedule signs.
- » Company logo displayed on the website where attendees view the education session schedule and materials.
- » Company announced as education sponsor at the opening of each education session.

Lunch in the Exhibit Hall

Stand head-and-shoulders above all other exhibitors by providing lunch to attendees in the exhibit hall.

Recognition and benefits include:

- » Company name and logo displayed on signs associated with lunch sponsorship
- » Company name and logo displayed on program schedule

Conference Mobile App

SOLD

More attendees than ever are choosing to use the conference mobile app to manage their schedule, receive real-time announcements, and navigate the exhibit hall right from the palm of their hand. With prominent logo placement on each internal page of the application, attendees won't be able to miss you as they manage their time at the event.

Education Session Coffee Break

Give everyone a special break! Specialty coffee, water and sodas will be served to attendees in between education sessions.

Recognition and benefits:

- » Sponsor logo included on all signage.

Cash Giveaway

SOLD

Sponsor two \$500 cash drawings from your exhibit hall booth during the exhibit hall reception. Attendees will visit your booth during regular exhibit hall hours to enter to win.

Best of the Best Ceremony

Gain prestige and show your support to almost 500 individuals who attend as the best and brightest of the industry are honored and receive their individual and agency awards.

Recognition and benefits include:

- » Recognition on stage at the event
- » Logo included on invitation, event program and banner

Exhibit Hall Aisle Signage

SOLD

Catch the attendee's eyes as they travel through the exhibit hall by branding the tradeshow aisle signs with your company logo.

Charging Station

Everyone knows the angst of a dying cell-phone battery, so keep everyone juiced up and in touch! Place your name and logo on the cell phone charging station. The charging station will be strategically located in high traffic areas of the convention center and exhibit hall.

The "Your Name Here" Cyber Café

Cyber Café's will be strategically located in high traffic areas in the convention center and the exhibit hall. With six computers available at each Cyber Café, attendees can stop in to check email, manage their schedules and get online.

Recognition and benefits:

- » Sponsor logo placement on computer screen saver, banner, directional signs and front panels of each computer kiosk.
- » Sponsor URL set as default homepage

EXPOdition Exhibit Hall Scavenger Hunt

SOLD

Engage attendees and drive traffic across the show floor by becoming the sponsor of an interactive game in the exhibit hall. More than 1,000 attendees will participate to win prizes throughout the show.

Recognition and benefits:

- » Sponsor logo included on all signage and promotion for games including the Conference webpage and Exhibit Hall Guide.
- » Prize Drawing held at sponsor's booth.

Gift Card Giveaways

Put cash and prizes into the hands of attendees by sponsoring the Gift Card Giveaways. Every hour one lucky attendee will win a cash gift card ranging from \$100-\$250.

Recognition and benefits:

- » Sponsor mention over loud speaker for each hourly prize drawing
- » Sponsor logo included on all promotional signage and materials
- » Winning attendees sent directly to sponsor booth to retrieve prizes

Sponsor Giveaways:

Giveaway a promotional item of your choice during one of these four time slots:

- Opening General Session
- Day one opening of the Exhibit Hall
- Exhibit Hall Reception
- Day two opening of the Exhibit Hall

Conference Mobile App Push Notifications

Remind attendees what booth you are in, what products you are featuring or send a general message to all users through a push notification in the conference mobile app.

Education Wifi:

Get your brand noticed by every attendee that logs into Wi-Fi at the conference! Wi-Fi will be provided to all attendees during education sessions.

Recognition and benefits:

- » Logo recognition on login page
- » Signage promoting free wifi sponsored by your company



A LA CARTE OPTIONS

(Standard Sponsor Benefits Not Included)

Light Box Banner

Light up the halls of the convention center by putting your company artwork and booth number on an eye catching light box strategically placed in a high traffic area.

Bag Insert or Promotional Item

Catch attendee attention by dropping a flyer or a fun promotional take home item into the official conference bag for attendees.

CUSTOMIZE YOUR SPONSORSHIP

We love to hear your ideas! If you're thinking outside the box, tell us your vision.



CONTACT US:

If you are interested in being a sponsor for the 2016 NRPA Annual Conference, please contact Lindsay Shannon at Lshannon@nrpa.org or 703.858.2178



**National Recreation
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www.nrpa.org/Conference2016