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# PARTNERSHIPS

Event Sponsorships and Commercial Memberships

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# WHO IS KRPA?

The Kansas Recreation and Park Association (KRPA) is a non-profit, professional organization representing the parks, recreation, and leisure industry in Kansas. We represent nearly 1,400 professional, commercial, agency, board/commission, student and retiree members throughout the state.

With members in nearly every county, KRPA has a vast network of support and active professionals who are dedicated to improving the quality of life in Kansas by providing high quality park and recreation services. Local parks and recreation agencies and state parks serve millions of Kansans and tourists each year at parks, open spaces and recreation facilities, and through healthy programs for children, adults, and senior citizens.

## Mission

To advance park and recreation opportunities that enhance the quality of life through education, communication, and advocacy.

## Vision

The Kansas Recreation and Park Association is THE SOURCE for information which advances parks and recreation in the State of Kansas and beyond.



FIRSTLY,

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# THANK YOU

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FOR CONSIDERING US!

We at the Kansas Recreation and Park Association (KRPA) would like to extend our gratitude for your interest in partnering with our organization. Your support not only helps us achieve our mission of promoting health and wellness through parks and recreation, but it also helps you build trusted connections within the parks and recreation industry.

Our commercial partnerships are designed to be mutually beneficial. By engaging, you will have the opportunity to showcase your products and services to a diverse network of individuals and organizations who are dedicated to improving the quality of life for all Kansans. In turn, our members have access to a trusted network of vendors and service providers who they can rely on to help them with their projects and initiatives.

We believe that our partnerships with commercial vendors and sponsors are vital to the success of our organization, and we are committed to working with you to create a mutually beneficial relationship. Whether you are interested in sponsoring an event, advertising in our publications, or simply providing support for our organization, we welcome your involvement and look forward to exploring how we can work together.

Thank you again for your interest in partnering with KRPA. Your support is greatly appreciated, and we look forward to building a strong and lasting relationship with you.

Sincerely,

**Jamie Reed**

Membership and Education Manager

# UNIQUE --- OPPORTUNITIES

*Recreation and Park Advocate:* opportunity to invest in multi-facets of the association on a year-round basis; benefits are provided throughout the year

*Conference Sponsors:* traditional support of events and services related to the annual Conference and Trade Show with benefits focused at KRPA's largest event

*Workshop/Special Event Sponsors:* opportunities to support educational, advocacy and networking events and services provided throughout the year; the benefits are more associated with the specific event/service and include marketing/communication benefits offered at multiple times throughout the year

MAKING YOU

## | STAND OUT

### BRAND AWARENESS



Consider Conference Featured Sponsor or building a year-round sponsorship, putting your business in front of all attendees before, during and after conference.

### GENERATE NEW LEADS



Consider sponsoring the Awards Ceremony or Socials and network with attendees at these events.

### DEVELOP RELATIONSHIPS



Consider sponsoring a special event to network with participants with specific interests.





# CONFERENCE & TRADE SHOW

January 30 - February 1, 2024 - Wichita, KS





# CONFERENCE AND TRADE SHOW SPONSORS

January 30- February 1, 2024

The KRPA Conference is the PREMIER event with over 500 parks and recreation professionals in attendance. It is a 3 day event with over 80 educational sessions, a 4 hour vendor trade show and 3 unique social opportunities.



\$10,000

## FEATURED SPONSORS

*Unlimited Opportunities*

Featured sponsors will be featured to the approx. 400-600 attendees. Not included in standard deliverables: 1/4 page ad in KRPA newsletter, featured icon on Conference website, choice of being featured as the Awards Sponsor, Gift Sponsor or Advocacy Champion.



\$6,000

## SOCIAL SPONSORS

*Unlimited Opportunities*

Logo included at sponsored social and on conference pdf. Not included in standard deliverables: 1/4 page advertisement in a KRPA newsletter.



\$5,000

## A/V SPONSOR

*Unlimited Opportunities*

Logo featured at opening session, opportunity to include a 30-60 video during opening session slideshow, logo on all technology promotions for event, sponsor of conference game. Not included in standard deliverables: 1/4 page ad in conference newsletter



\$3,000

## DAILY TREAT SPONSORS

*3 Opportunities*

A treat- cookies, fruit or specialty snack- will be available each day of conference. Not included in standard deliverables: Logo on schedule pdf, logo featured around hospitality room/space, and logo featured on treats or napkins.



\$3,000

## APP SPONSOR

*1 Opportunity*

Conference app keeps all our conference attendees connected and provides all conference information (schedule, maps, attendee and vendor lists) in the palm of their hands. Not included in standard deliverables: logo image on splash page of app, 1/4 page ad in conference pdf.



\$2,500

## WATER SPONSOR

*1 Opportunity*

Opportunity to provide a personalized cup or water bottle for attendees Not included in standard deliverables: 1/4 page ad in conference pdf.

**RESERVE YOUR SPONSOR SPOT TODAY!**

Email [jamie@krpa.org](mailto:jamie@krpa.org).

# CONFERENCE AND TRADE SHOW SPONSORS

January 30- February 1, 2024

The 2024 Trade Show is scheduled for January 30, 2024, and will present the latest products and innovations in the industry. The event, which will take place at the spacious Century II in Wichita, offers an excellent opportunity to showcase large items and network with Kansas park and recreation professionals. Whether you have playground equipment, mowers, or a pickleball court, the trade show has space available for you.



\$2,500

## COFFEE SPONSORS

3 Opportunities

Refreshments will be available each day of conference. The refreshments may include coffee and tea. Not included in standard deliverables: Logo on schedule pdf, logo featured around hospitality room/space, and logo featured on cups or sleeves.



\$2,500

## DAILY EDUCATION SPONSORS

3 Opportunities

Special thank you at each session on day of sponsorship by moderator, promotion (tagging) on social media), Not included in standard deliverables: 1/4 ad in Conference schedule PDF, push notification at beginning of sponsored day to attendees



\$1,000

## STUDENT SUMMIT SPONSOR

Unlimited Opportunities

Join over 40 up and coming professionals and college students at the Student Summit, a preconference workshop, where they learn about the profession and participate in a special activity.



\$700

## COTTONWOOD SPONSOR

Unlimited Opportunities

Show your commitment to recreation and parks by becoming an official sponsor of the largest gathering of recreation and park professionals in Kansas.

## SPECIAL ADD-ONS

PARK TOUR- \$500 Unlimited Opportunities - Logo on all park tour promotion and recognized at the start of tour.

MIC TIME- \$200 Limited Opportunities - Speak or present at stage for 2-3 minutes during Trade Show.

BOOTH UPGRADE - Limited Opportunities - Need more space? Contact Jamie Reed to learn more, while quantities last.

\$200 - Upgrade your booth from a standard booth to an expanded booth size with pipe and drape

\$300 - Small equipment or structures

\$400- Large equipment, sports/recreation court, large structures

- Have a unique item to showcase, give Jamie a call.

**RESERVE YOUR SPONSOR SPOT TODAY!**

Call (785) 235-6533



# STANDARD DELIVERABLES

	10,000	6,000	5,000	3,000	2,500	1,000	700
CLICKABLE LOGO ON WEBSITE	X	X	X	X	X	X	X
ONE STANDARD 8X8 CONFERENCE BOOTH	X	X	X	X	X	X	X
PRINTED LIST OF CONFERENCE ATTENDEES	X	X	X	X	X	X	X
KRPA MEMBERSHIP	X	X	X	X	X	X	X
ACCESS TO ONLINE MEMBERSHIP DIRECTORY	X	X	X	X	X	X	X
FREE INTERNSHIP AD IN CAREER CENTER	X	X	X	X	X	X	X
LOGO ON SPONSOR SIGN AND APP	X	X	X	X	X	X	
2 TICKETS FOR NETWORKING EVENT	X	X	X	X	X	X	
ACKNOWLEDGEMENT ON SOCIAL MEDIA	X	X	X				
VIP DIRECTORS' HAPPY HOUR	X	X	X				
ADVERTISEMENT IN CONFERENCE PDF	FULL PAGE	FULL PAGE	HALF PAGE				
Q&A CAFE SURVEY	X	X	X				
MAGAZINE VENDOR SPOTLIGHT	X	X					

# MEET OUR MEMBERS

... WHERE THEY ARE AT.



## ABOUT OUR MEMBERS

Kansas Recreation and Park Association is made up of more than 135 agencies from across Kansas with over 1,000 professional members. These agencies represents many different kinds of interests and job junctions. KRPA creates different events and workshops that cater to those interests.



## AUDIENCE BY JOB FUNCTIONS



### ADMINISTRATION

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IT/Software  
Human Resource  
Marketing  
Risk Management  
Master Planning  
Accounting/Legal



### AQUATIC

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Pool Facility Operator  
Aquatic Programs  
Water Fitness  
Swim Lessons  
Water Safety  
Beaches



### PARK/NATURAL RESOURCES

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Trails  
Shelters  
Playgrounds  
Nature Centers  
Conservation Efforts



### PARK LAW ENFORCEMENT

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Safety Response  
Outdoor Patrol/Surveillance  
Visitor Assistance  
Campgrounds  
Interpretation/ Public  
Education



### RECREATION

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Camps  
Festivals  
Family Events  
Before/After School Care  
Life Skill Classes  
Arts/Culture Museums



### SPORTS

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Athletic Facilities  
Fields  
Clinics/Camps  
Youth Sports  
Adult Sports  
Tournaments



### WELLNESS/HEALTH/ FITNESS

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Fitness Programs  
Health Education  
Personal Training  
Community Centers  
Senior Centers

# WORKSHOPS/SPECIAL EVENTS SPONSORS

2023-2024



\$1,500

## TOMORROW'S LEADERS INSTITUTE

KRPA's professional development institute is a 3 days event open to anyone who wants to enhance their leadership skills, network with other professionals in a relaxed atmosphere and gain management knowledge that relates to the park and recreation industry. Promotions for this event run from April-September.



\$1,500

## ADVOCACY

Assistance with advocacy efforts e.g. "Day at the Capital", production of advocacy tools, receptions, promotion of Parks & Recreation Month (July) or Park and Recreation Professional Day (3rd Friday of July.)



\$500

## WOMEN'S LEADERSHIP SUMMIT

This one-day event brings together leaders from across Kansas to address topics that effect women in parks and recreation.



\$500

## SHARP WORKSHOP

This workshop is for park and recreation front-line staff professionals to provide new skills to help them thrive in their position, boost their professional development that will help in everyday tasks, and give them practical experiences to help problem solve at their job.



\$500

## CERTIFIED PLAYGROUND MAINTENANCE INSPECTOR

The certification program provides the most comprehensive and up-to-date training on playground safety issues including hazard identification, equipment specifications, surfacing requirements and risk management methods.



\$500

## PARK TRAILS WORKSHOP

This workshop is focused on multi-use nonpaved and paved trail development and maintenance. It provides an opportunity for in depth knowledge and skills necessary to engage in the trail development process.

**RESERVE YOUR SPONSOR SPOT TODAY!**

Email [jamie@krpa.org](mailto:jamie@krpa.org).



## WORKSHOPS/SPECIAL EVENTS SPONSORS

2023-2024



\$350

### RECREATION COMMISSION SUMMIT

This workshop brings together recreation commission leaders and board members from across Kansas to discuss budgets, board changes and recreation commission specific topics.



\$350

### PLAYGROUND MAINTENANCE COURSE

This one-day educational course that covers the following topics – an overview of playground safety standards and guidelines, playground owner responsibilities and maintenance discussions on playground equipment, surfacing and site items.



\$350

### MARKETING WORKSHOP

This marketing workshop will equip participants with the latest and most effective marketing strategies, covering topics such as audience reach, SEO, social media marketing, and email campaigns.



\$350

### FACILITY MAINTENANCE WORKSHOP

This workshop is designed to equip participants with the skills to take care of facilities in their park or recreation area from replacing to repairing and installation to inspection.



\$350

### AQUATIC FACILITY OPERATOR

This certification program provides the most comprehensive and up-to-date training for pool operators and includes information on water chemistry, disinfection, mechanical systems, operations, healthy pools and safety.



### GOLF TOURNAMENT

\$1,500

#### LUNCH SPONSOR

Company logo and link on website and tournament banners. Recognition at tournament, lunch, and awards ceremony. Includes golf foursome.

\$200

#### HOLE SPONSORS

Company sponsor name and logo on tee signage at one hole. Special holes may allow sponsor contests.

## STANDARD DELIVERABLES

### Workshops/Special Events

	1,500	500	350
LOGO ON EVENT WEBSITE AND REGISTRATION	X	X	X
LOGO ON EVENT SIGN/PROMOTIONAL MATERIAL	X	X	X
SOCIAL MEDIA TAGGING	X	X	X
BLOG POST OPPORTUNITY	X	X	
NEWSLETTER ADVERTISEMENT	X		

## OUR DESIRE IS TO HELP YOU...

Connect with your target audience in a way that speaks directly to them and their interest.

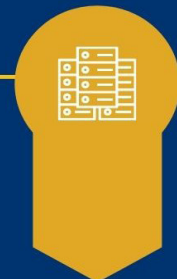
## OUR MEMBERS ARE RESPONSIVE



Not only do our members want to hear from us but they want to know who we are working with. (Companies like you!)



80% of Kansas park and recreation agencies have been members of KRPA for over 50 years.



Due to requests for trusted vendors, KRPA publishes a Buyer's Guide each summer.

## LET'S CONNECT

We're excited to hear about your goals and how we can help you achieve them! Demonstrate your support for the important work of the park and recreation industry! Please contact Jamie Reed or Erika Devore at 785-235-6533.

If you are interested in advertising in the *KRPA Today* quarterly magazine or the biweekly newsletter, please contact Kathy Lafferty at CJK Group-Sheridan at 785-691-9040.