



2020-21

# Kansas Recreation and Park Association









2020-21

# Recreation and Park Advocate

## Year Round Support

- Logo on Website
- One Conference Booth (virtual)
- Logo on Conference Sign
- Social Media Tagging
- Newsletter Advertisement
- KRPA Membership
- Receive Quarterly Magazine
- Access to Online Membership Directory
- Free Internship Ad on Career Center
- Sponsor Education Event (\$500 or less)
- Special Project Sponsorship
- Article in Summer Magazine
- Magazine Vendor Spotlight
- Logo on KRPA Homepage
- Recognition at Opening Session
- Sponsored Notification at End of Virtual Conference
- E-Blast to Members

	 \$10,000	 \$5,000	 \$2,500	 \$1,500
Logo on Website	X	X	X	X
One Conference Booth (virtual)	Platinum	Platinum	Platinum	Gold
Logo on Conference Sign	X	X	X	X
Social Media Tagging	4x a Year	3x a Year	2x a Year	1x a Year
Newsletter Advertisement	1x a Month	6x a Year	3x a Year	3x a Year
KRPA Membership	X	X	X	X
Receive Quarterly Magazine	X	X	X	X
Access to Online Membership Directory	X	X	X	X
Free Internship Ad on Career Center	X	X	X	X
Sponsor Education Event (\$500 or less)	Choice of 2 events	Choice of 1 event	Choice of 1 events (\$350 or less)	
Special Project Sponsorship	Discussion Forum	Recruitment Toolkit	Fundraiser Sponsor	
Article in Summer Magazine	X			
Magazine Vendor Spotlight	X			
Logo on KRPA Homepage	X			
Recognition at Opening Session	X			
Sponsored Notification at End of Virtual Conference	X			
E-Blast to Members	1x			

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# Why Sponsor KRPA's Conference?

## *LONGEVITY*

Our Virtual Conference content will be available for 6 months.

## *QUANTITY*

At a physical conference, there are limits to the amount of people in a room. Virtually, attendee amounts are unlimited.

## *COMMITMENT*

Your sponsorship shows your commitment to the park and recreation industry and its professionals.

## What is your interest?

### *BRAND AWARENESS*

Consider becoming the Conference Title Sponsor, putting your business in front of all attendees before, during and after conference.

### *GENERATE NEW LEADS*

Consider sponsoring the Awards Ceremony or Socials and receive opportunities for 1-on-1 meetings with attendees.

### *DEVELOPING RELATIONSHIPS*

Consider sponsoring a regional Hub and have an opportunity to socialize with the attendees at that Hub.



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# KRPA Annual Conference and Trade Show



**Title Sponsor** \$8,000 | 1 Opportunity | Leading sponsor of our annual conference of over 400 attendees. Not included in Standard Deliverable's Chart on page 3: Half page ad in KRPA newsletter in November or December, logo on name badges, logo featured on welcome box, logo on conference main website page, clickable FEATURED icon on homepage of app and conference web app, push notification at the beginning of virtual conference.



**Awards Ceremony Sponsor** \$5,000 | 1 Opportunity | Logo inclusion on all awards lunch promotion, logo on schedule pdf, logo on awards program, and opportunity to provide centerpieces for tables. Not included in Standard Deliverable's Chart on next page: Opportunity to present a 30-60 second video at the ceremony, half page advertisement in KRPA newsletter in December.



**Social Sponsors** \$4,000 | 2 Opportunities | Logo inclusion at sponsored social and on conference pdf. Not included in Standard Deliverable's Chart on next page: 1/4 page advertisement in a KRPA newsletter.



**Water Station Sponsor** \$2,500 | 1 Opportunity | New this year, in an effort to be more environmentally friendly, your logo will be on reusable water bottles for every conference attendee. The water bottles will be included in the Welcome Box sent to attendees. Not included in Standard Deliverable's Chart on next page: logo on 1/4 page app ad in conference pdf.



**Technology Sponsor** \$2,500 | 1 Opportunity | Conference technology keeps all our conference attendees connected and provides all conference information (schedule, maps, attendee and vendor lists) in the palm of their hands. Wifi login changed to company name, logo on all technology promotions for one-day in-person event, sponsor of conference game. Not included in Standard Deliverable's Chart on next page: logo on 1/4 page app ad in conference pdf.



**Hospitality Sponsor** \$1,500 | 1 Opportunities | Refreshments will be available at the in-person day in Emporia, KS on April 14, 2021. Refreshments may include coffee, tea, soda, and possibly cookies or a treat. Not included in Standard Deliverable's Chart on next page: Logo on schedule pdf, and logo featured on treats or coupon in Welcome Box.



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# KRPA Annual Conference and Trade Show



**Pod Sponsor** \$1,000 | Limited Opportunities | New this year, in an effort to provide social opportunities for some attendees, we will have featured Pod locations around the state for attendees to come together to watch parts of the virtual conference together live. Not included in Standard Deliverable's Chart: logo on sign at Pod location.

## Standard Deliverables

	\$8,000	\$5,000	\$4,000	\$2,500	\$1,500	\$1,000	\$700
Clickable Logo on Website	x	x	x	x	x	x	x
One Conference Booth (Virtual)	Platinum	Platinum	Platinum	Platinum	Gold	Gold	Gold
Logo on In-Person Day Sponsor Sign and Virtual Platform	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
Receive Quarterly Magazines	x	x	x	x	x	x	x
Free Internship Ad on Career Center	x	x	x	x	x	x	x
2 Tickets to In-Person Social (Emporia)	x	x	x	x	x		
Acknowledgment on Social Media	x	x	x	x			
Advertisement in Conference PDF	Full-page	Full-page	Half-page				
Magazine Vendor Spotlight	x						

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# KRPA Annual Conference and Trade Show

## Booth Tiers

- Company Name in Virtual Booth
- Contact Me Button in Virtual Booth
- Company Website in Virtual Booth
- File Uploads in Virtual Booth
- KRPA Membership
- Company Description in Virtual Booth
- Company Logo in Virtual Booth
- Company Social Media Links in Virtual Booth
- Video Links in Virtual Booth
- Participation in Conference Game
- Sponsorship of Conference Session
- Company Recognition at Opening Session at In-Person Event
- 1-on-1 Attendee Meetings
- Welcome Box Sponsored Item\*
- Post on Social Wall
- Banner in Conference App/Website
- Booth at In-Person Day
- 2 Tickets to In-Person Social

	Platinum	Gold	Silver
Company Name in Virtual Booth	X	X	X
Contact Me Button in Virtual Booth	X	X	X
Company Website in Virtual Booth	X	X	X
File Uploads in Virtual Booth	3	2	1
KRPA Membership	X	X	\$250
Company Description in Virtual Booth	X	X	
Company Logo in Virtual Booth	X	X	
Company Social Media Links in Virtual Booth	X	X	
Video Links in Virtual Booth	X	X	
Participation in Conference Game	X	X	
Sponsorship of Conference Session	X	\$700	
Company Recognition at Opening Session at In-Person Event	X		
1-on-1 Attendee Meetings	X		
Welcome Box Sponsored Item*	X		
Post on Social Wall	X		
Banner in Conference App/Website	X		
Booth at In-Person Day	X		
2 Tickets to In-Person Social	X		
	\$1400		

\* Welcome Box Sponsored Items Chosen by KRPA Conference Committee



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# KRPA Workshops/ Special Events



## *Splash Across Kansas*

\$2,000 | This state-wide initiative to bring attention to aquatic facilities in Kansas. Over 17 communities across the state from Dodge City to Leawood will provide 2 pass to their aquatic park for the 2021 pool season. Promotions for this event run from March-August.



## *Tomorrow's Leaders*

\$1,500 | 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.



## *Advocacy*

\$1,500 | 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.)



## *Women's Leadership Summit*

\$500 | This one-day event brings together leaders from across Kansas to address topics that effect women in parks and recreation.

S H A R P

## *SHARP*

\$500 | This workshop is for park and recreation professionals of all levels: front-line staff to senior-level employees to provide new skills to help you thrive in your position, boost your professional development that will help in everyday tasks, and give you practical experiences to help problem solve at your job.



## *Certified Playground Maintenance Inspector*

\$500 | 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. Booth not included.



## *Aquatic Facility Operator Course*

\$350 | Select one of two location options; each course is a two-day with exam option for certification with books materials and guides that have been certified by NRPA.



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# KRPA Workshops/ Special Events



## *Executive Forum*

\$350 | KRPA along with the Missouri Parks and Recreation Association join forces to present the MPRA- KRPA Parks and Recreation Executive Forum. This dynamic leadership conference targets upper-level management professionals in key decision making positions within public agencies in Missouri and Kansas providing parks, recreation and similar community services.



## *Recreation Commission Summit*

\$350 | This two-day workshop brings together recreation commission leaders and board members from across Kansas to discuss budgets, board changes and rec commission specific topics.



## *Playground Maintenance Course*

\$350 | This one-day (6.25 hour) educational course 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. Participants will receive a certificate upon completion of the Playground Maintenance Course.



## *Park*

\$350 | This one-day workshop will focus on trails and cover the following topics



## *Marketing*

\$350 | This one-day workshop will focus on ins and outs of social media marketing for parks and recreation.

- Logo on Event Website and Registration
- Logo on Event Sign or Promotional Material
- Social Media Tagging
- Blog Post Opportunity with 2 weeks of Event
- Newsletter Advertisement
- Magazine Vendor Spotlight

	\$2,000	\$1,500	\$500	\$350
Logo on Event Website and Registration	X	X	X	X
Logo on Event Sign or Promotional Material	X	X	X	X
Social Media Tagging	X	X	X	X
Blog Post Opportunity with 2 weeks of Event	X	X	X	
Newsletter Advertisement	X	X		
Magazine Vendor Spotlight	X			