

2018

CONNECT

OUR PARTNERSHIP STARTS TODAY



INDIANA PARKS AND RECREATION ASSOCIATION

Sponsorship Opportunities



2018 Sponsorship Opportunities

Indiana Parks and Recreation Association is a nonprofit membership organization whose mission advances healthy lifestyles and environmental stewardship by providing education, professional development, resources and advocacy.

Serving the entire state of Indiana, IPRA has more than, 1,000+ industry professionals in our network. IPRA offers professional development, networking, training, special events and a statewide conference each year, to share best practice and connect our members to valuable resources.

As a business partner, this means you will have access to these decision-makers multiple times each year. We seek to create a long-term business relationship with your company to help you increase visibility and sales while assisting the parks and recreation professional increase his/her capacity, knowledge and effectiveness.

By the Numbers



991



facebook
likes



Sent to 1,200

Sponsorship Contact:
Lisa Nye, lnye@inpra.org



**SPONSORSHIPS ARE A GREAT
WAY TO PUT YOUR COMPANY
IN THE SPOTLIGHT, SHOW
YOUR TARGET MARKET THAT
YOU'RE A CREDIBLE
AUTHORITY IN YOUR
INDUSTRY AND GARNER
MEMBER INTEREST IN
YOUR BUSINESS.**

WHY IPRA:

With more than 20 events, training and meetings in 2017, IPRA is a great way to reach the park and recreation professionals from 125 agencies and municipalities throughout the state.

IPRA seeks to develop long-term business partnerships. In addition to the Sponsor Opportunities, we are committed to work with you one-on-one to develop a menu of opportunities from which to choose.

WHY PARTNER WITH IPRA?

- Flexible packages to meet your objectives
- Increase Sales
- Great Return on Investment

STATE, COUNTY, CITY AND TOWN PROFESSIONALS WE REACH:

- Directors/ Superintendents • Aquatics • Facilities • Landscape
- Maintenance • Natural Resources • Outdoor • Playground
- Recreation • Sports



2018 IPRA Sponsorship Opportunities

District Events

TITLE SPONSORSHIP (1 per event):

\$600

Includes the following:

- Table top display space
- 5 minutes to address event attendees
- Sponsor logo on promotional emails
- Sponsor logo on event webpage
- Sponsor recognition in social media
- Three event registrations
- Sponsor follow up email to attendees sent from the IPRA office (sponsor to provide email content)

SUPPORTING SPONSORSHIP (3 per event):

\$400

Includes the following:

- Table top display space
- 2 minutes to address event attendees
- Sponsor logo on promotional emails
- Sponsor logo on event webpage
- Sponsor recognition in social media
- One event registration

Spring & Fall Retreats

TITLE SPONSORSHIP (1 per event): **FALL SOLD OUT**

\$600

Includes the following:

- Table top display space
- 5 minutes to address event attendees
- Sponsor logo on promotional emails
- Sponsor logo on event webpage
- Sponsor recognition in social media
- Three event registrations
- Sponsor follow up email to attendees sent from the IPRA office (sponsor to provide email content)

SUPPORTING SPONSORSHIP (3 per event):

\$400

Includes the following:

- Table top display space
- 2 minutes to address event attendees
- Sponsor logo on promotional emails
- Sponsor logo on event webpage
- Sponsor recognition in social media
- One event registration

Community Event

*could be a Fuel Game, Indians Game, Pacers Game, etc.

TITLE SPONSORSHIP (1 per event):

\$1,500

Includes the following:

- Recognition by IPRA Board President during opening remarks
- 5 minutes to welcome guests
- Hosts pre-event Party (pizza and drinks or similar)
- Opportunity to provide a raffle prize (value of prize between \$250-\$750)
- Signage with sponsor logo
- Logo on promotional emails
- Logo on webpage with linked URL
- Social Media Recognition
- 12 tickets

SUPPORTING SPONSORSHIP (2 per event):

\$750

Includes the following:

- Recognition by IPRA Board President during opening remarks
- Opportunity to provide a raffle prize (value of prize between \$250-\$750)
- Signage with sponsor logo
- Logo on promotional emails
- Logo on webpage with linked URL
- Social media recognition
- 6 tickets

IPRA/IPRF GOLF TOURNAMENT

TITLE SPONSORSHIP (1 per event):

\$2,000

Includes the following:

- Recognition by IPRA Board President during opening remarks
- 5 minutes to welcome tournament participants
- Table top display at check in area
- Signage with sponsor logo
- Logo on promotional emails
- Logo on webpage with linked URL
- Sponsor recognition in Insight's and Social Media
- 4 golf registrations

SUPPORTING SPONSORSHIP (3 per event):

\$1,000

Includes the following:

- Recognition by IPRA Board President during opening remarks
- Display table in the check in area
- Signage with sponsor logo
- Logo on promotional emails
- Logo on golf tournament webpage with linked URL
- Sponsor recognition in Insight's and Social Media
- 2 golf registrations

COOKOUT (DINNER) SPONSOR (1 per event):

\$1,500

Includes the following:

- Recognition by IPRA Board President during opening remarks
- 3 minutes to welcome golfers to cookout
- Display table in the check in area
- Signage with sponsor logo
- Logo on promotional emails
- Logo on golf tournament webpage with linked URL
- Sponsor recognition in social media
- 2 golf registrations

LUNCH SPONSOR (1 per event):

\$1,000

Includes the following:

- Recognition by IPRA Board President during opening remarks
- Display table in the check in area
- Signage with sponsor logo
- Logo on promotional emails

- Logo on golf tournament webpage with linked URL
- Sponsor recognition in social media
- 2 golf registrations

ADDITIONAL SPONSORSHIP OPTIONS:

- | | |
|--|-------------------|
| • GOLF BALLS (logoed sleeve of balls for each player) | \$750 |
| • GOLF TEES (set of tees for each player) | \$300 |
| • DRINK CART OR SNACK CART (3 available) | \$350/Each |
| • FOURSOME SPONSOR | \$380 |
| • COMPETITION SPONSOR (longest putt, closest to the pin, longest drive) | \$350/Each |
| • HOLE SPONSOR | \$200 |

2018 Concert in the Park

TITLE SPONSORSHIP (1 per event):

\$5,000

Includes the following:

- Recognition by IPRA Board President during opening remarks
- 5 minutes to welcome event attendees
- Sponsor recognition on screen prior to concert, during intermission, and after concert
- Oversize signage with sponsor logo
- Logo on promotional emails
- Logo on webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- 25 tickets to the event

SUPPORTING SPONSORSHIP (2 per event):

\$3,000

Includes the following:

- Recognition by IPRA Board President during opening remarks
- Sponsor recognition on screen prior to concert, during intermission, and after concert
- Oversize signage with sponsor logo
- Logo on promotional emails
- Logo on webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- 20 tickets to the event

HOSPITALITY SPONSORSHIP (1 per event):

\$2,500

Includes the following:

- Sponsor recognition on screen prior to concert, during intermission, and after concert
- Signage with sponsor logo
- Logo on promotional emails
- Logo on webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Provides hospitality (food/beverage) for Green Room
- 10 tickets to the event

BAND SPONSORSHIP (2 per event):

\$2,500

Includes the following:

- Sponsor recognition on screen prior to concert, during intermission, and after concert
- Signage with sponsor logo
- Logo on promotional emails
- Logo on webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media

- Recognized as Band/Artist Sponsor on all promotional materials
- 10 tickets to the event

KIDZONE SPONSORSHIP (2 per event):

\$2,500

Includes the following:

- Sponsor recognition on screen prior to concert, during intermission, and after concert
- Signage with sponsor logo
- Logo on promotional emails
- Logo on webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognized as KidZone Sponsor on all promotional materials
- 10 tickets to the event

FOOD & BEVERAGE SPONSORSHIP (4 per event):

\$2,000

Includes the following:

- Sponsor recognition on screen prior to concert, during intermission, and after concert
- Signage with sponsor logo
- Logo on promotional emails
- Logo on webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- 8 tickets to the event

SIGNAGE SPONSOR (2 per event):

\$2,000

Includes the following:

- Sponsor recognition on screen prior to concert, during intermission, and after concert
- Signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- 8 tickets to the event

GIVEAWAY SPONSOR (4 per event):

\$1,000

Includes the following:

- Sponsor recognition on screen prior to concert, during intermission, and after concert
- Signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Logo on giveaway item for first 100-200 attendees
- 5 tickets to the event

VENDOR BOOTH:

\$ 250

Includes the following:

- 10x10 booth space to offer a shopping experience for attendees
- Listed on website as a vendor for the event
- 2 tickets to the event

2019 IPRA Annual Conference Sponsorship Opportunities

TITLE SPONSORSHIP (1 per event): SOLD OUT

\$7,500

Includes the following:

- Recognition by IPRA Board President during opening remarks
- 5 minutes to welcome event attendees during opening session
- Sponsor recognition on screen during opening remarks
- “Cling” graphics with sponsor recognition on windows at the entrance to the conference center
- New/First Time Attendee reception sponsor
- Attendee lounge sponsor
- Expo hall premium booth
- One promo pushed out to attendees through social media
- Oversize signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition/ad in conference program
- Marketing insert in attendee bags
- Two event registrations
- Access to all education sessions and social events
- Pre and post attendee lists

SUPPORTING SPONSORSHIP (3 per event): ONLY 1 Available

\$3,750

Includes the following:

- Recognition by IPRA Board President during opening remarks
- Sponsor recognition on screen during opening remarks
- 2 minutes to welcome attendees during expo hall social
- Expo Hall Social Sponsor
- Expo hall booth
- One promo pushed out to attendees through social media
- Oversize signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition/ad in conference program
- Marketing insert in attendee bags
- One event registration
- Access to all education sessions and social events
- Pre and post attendee lists

AWARDS DINNER/COCKTAIL HOUR SPONSORSHIP (1 per event): SOLD OUT

\$3,750

Includes the following:

- Recognition by IPRA Board President during opening remarks
- 2 minutes to welcome attendees to Awards Dinner
- Expo hall booth
- One promo pushed out to attendees through mobile app
- Signage with sponsor logo
- Dinner program with sponsor logo
- Logo tent cards and napkins
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- One event registration
- Access to all education sessions and social events
- Pre and post attendee lists

EVENING SOCIAL EVENT (2 per event):

\$3,000

Includes the following:

- Recognition by IPRA Board President during opening remarks
- 3 minutes to welcome attendees to the evening social
- Expo hall booth
- One promo pushed out to attendees through mobile app
- Signage with sponsor logo
- Logo tent cards and napkins
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- One event registration
- Pre and post attendee lists

LUNCH SPONSOR (1 per event):

\$3,000

Includes the following:

- Recognition by IPRA Board President during opening remarks
- Expo hall booth
- One promo pushed out to attendees through mobile app
- Signage with sponsor logo
- Logo tent cards and napkins
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- One event registration
- Pre and post attendee lists

KEYNOTE ADDRESS SPONSORSHIP (1 per event):

\$2,500

Includes the following:

- Recognition by IPRA Board President during opening remarks
- 2 minutes to welcome attendees
- Introduce Keynote speaker
- Signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- One event registration
- Pre and post attendee lists

VENDOR BREAKFAST (1 per event):

\$2,500

Includes the following:

- Recognition by IPRA Board President during expo hall break
- Signage with sponsor logo
- Logo tent cards and napkins
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- One event registration
- Pre and post attendee lists

MOBILE APP (1 per event):

\$2,500

Includes the following:

- Recognition by IPRA Board President during opening remarks
- One promo pushed out to attendees through mobile app
- Signage with sponsor logo
- Logo on mobile app
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- Pre and post attendee lists

SIGNAGE (1 per event):

\$2,000

Includes the following:

- Signage with sponsor logo
- Expo hall booth
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- Pre and post attendee lists
- Pre and post attendee lists

BREAK SPONSOR (3 per event):

\$1,750

Includes the following:

- Recognition by IPRA Board President during expo hall break
- Signage with sponsor logo
- Logo tent cards and napkins
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- Pre and post attendee lists

Kickoff Party (1 per event):

\$1,500

Includes the following:

- 1 drink ticket & appetizers for up to 60 people
- Signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and social media
- Marketing insert in attendee bags
- Pre and post attendee lists

REGISTRATION/NECKWALLETS (1 per event):

\$1,400

Includes the following:

- Logo on neckwallets
- Signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- Pre and post attendee lists

CHARGING STATION (2 per event):

\$950

Includes the following:

- Logo on Charging Station
- Signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- Pre and post attendee lists

HOSPITALITY SUITE HOST (1 per event):

\$1,000

Includes the following:

- Signage with sponsor logo
- Logo tent cards and napkins
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- Pre and post attendee lists

ATTENDEE BAG (1 per event): SOLD OUT

\$950

Includes the following:

- Bag with sponsor logo
- Signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Recognition in conference program
- Marketing insert in attendee bags
- Pre and post attendee lists

CONFERENCE PROGRAM (4 per event):

\$750

Includes the following:

- Sponsor logo on the front of conference program
- Signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Marketing insert in attendee bags
- Pre and post attendee lists

HAND SANITIZER/MINTS/PENS (1 ea. per event):

\$750

Includes the following:

- Sponsor logo on item
- Signage with sponsor logo
- Logo on promotional emails
- Logo on conference webpage with linked URL
- Sponsor recognition in weekly e-newsletter and Social Media
- Marketing insert in attendee bags
- Pre and post attendee lists

2018 Sponsorship Opportunities Form

Sponsorship Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Email: _____

Contact Phone Number: _____

Sponsorship Options:

Sponsorship Event	Sponsorship Type	Amount	Please mark an X if purchasing:
District Event-Northern	Title (1 available)	\$600	
District Event-Southern	Supporting (3 available)	\$400	
District Event-Northern	Title (1 available)	\$600	
District Event-Southern	Supporting (3 available)	\$400	
Spring Retreat	Title (1 available)	\$600	
Spring Retreat	Supporting (3 available)	\$400	
Fall Retreat	Title	SOLD OUT	Not Available
Fall Retreat	Supporting (3 available)	\$400	
Community Event	Title (1 available)	\$1,500	
Community Event	Supporting (2 available)	\$750	
Golf Outing	Title (1 available)	\$2,000	
Golf Outing	Supporting (3 available)	\$1,000	
Golf Outing	Cookout Dinner Sponsor (1 available)	\$1,500	
Golf Outing	Lunch Sponsor (1 available)	\$1,000	
Golf Outing	Golf Balls	\$550	
Golf Outing	Golf Tees	\$300	
Golf Outing	Drink Cart/Snack Cart (3 available)	\$350/each	
Golf Outing	Foursome Sponsor	\$380	
Golf Outing	Longest Putt	\$350	
Golf Outing	Closest to the pin	\$350	
Golf Outing	Longest Drive	\$350	
Golf Outing	Hole Sponsor	\$200	
Concert in the Park	Title (1 available)	\$5,000	
Concert in the Park	Supporting (2 available)	\$3,000	
Concert in the Park	Hospitality (1 available)	\$2,500	
Concert in the Park	Band Sponsorship (2 available)	\$2,500	
Concert in the Park	KidZone Sponsorship (2 available)	\$2,500	
Concert in the Park	Food & Beverage (4 available)	\$2,000	
Concert in the Park	Signage (2 available)	\$2,000	

Concert in the Park	Giveaways (4 available)	\$1,000	
Concert in the Park	Vendor Booths	\$250	
2019 IPRA Conference	Title	SOLD OUT	Not Available
2019 IPRA Conference	Supporting (2 Sold, 1 available)	\$3,750	
2019 IPRA Conference	Awards Dinner/Cocktail Hour	SOLD OUT	Not Available
2019 IPRA Conference	Evening Social (2 available)	\$3,000	
2019 IPRA Conference	Lunch Sponsor (1 available)	\$3,000	
2019 IPRA Conference	Keynote Address (1 available)	\$2,500	
2019 IPRA Conference	Vendor Breakfast (1 available)	\$2,500	
2019 IPRA Conference	Mobile App (1 available)	\$2,500	
2019 IPRA Conference	Signage (1 available)	\$2,000	
2019 IPRA Conference	Break Sponsor (3 available)	\$1,750	
2019 IPRA Conference	Kick-off Party Sponsor (1 available)	\$1,500	
2019 IPRA Conference	Registration/Lanyard Sponsor (1 available)	\$1,400	
2019 IPRA Conference	Charging Station (2 available)	\$950	
2019 IPRA Conference	Hospitality Suite Host (1 available)	\$1,000	
2019 IPRA Conference	Attendee Bag	SOLD OUT	NOT AVAILABLE
2019 IPRA Conference	Conference Program (4 available)	\$750/each	
2019 IPRA Conference	Hand Sanitizer	\$750	
2019 IPRA Conference	Mints	\$750	
2019 IPRA Conference	Pens	\$750	

Sponsorship Agreements will be issued within 7 days of receiving your form. Invoices will be sent after sponsorship agreement is signed. Payment will be due within 30 days of receiving the invoice.

If you have any questions, please contact Lisa Nye at lnye@inpra.org