



Leadership
Training Institute
April 19-21, 2020
Wintergreen Resort

Support current and emerging leaders in the field of
Parks & Recreation...

...become a **sponsor** of the **2020 Leadership Training Institute!**

Leadership Training Institute (LTI), part of the Virginia Recreation and Park Society (VRPS), is a semi-annual resident conference targeting leaders in the Parks & Recreation field throughout Virginia.

- LTI has served as an important training for some of the brightest leaders in the Recreation field **since 1985!**
- VRPS was one of the first state organizations in the country to establish this **groundbreaking model leadership program** that is often replicated by others in the profession
- Over 90% of Directors and Upper Level Management working in Virginia's Parks & Recreation Departments are **graduates of LTI!**

Your business/organization can become a part of this innovative institute by becoming a sponsor. Funds donated to LTI will be used to support activities that further the program in order to keep costs to the participants at a minimum, including:

- Securing National speakers and session leaders
- Providing education tools for participants
- Promotional materials such as T-shirts, bags and binders
- Meals and programs
- Other logistical support such as signage and conference materials

Attendees at LTI are often purchasing agents for their departments and have influence on future product and services choices. Sponsors have a unique opportunity to present their products and services to varying levels of recreation professionals from across the state.

2020 LTI Sponsorship Levels

Diamond (\$2500)

Platinum benefits plus:

- **'Presenting'** billing – listed below "LTI 2020"
- Video or commercial (:60) on LTI event page of VRPS website (*provided by company*)
- Opportunity to assist with presenting awards at LTI Luncheon
- Exhibit space at LTI

Platinum (\$1500)

Gold benefits plus:

- Sponsor banner displayed at Institute (*provided by company*)
- Sponsor logo in 3 VRPS e-publications
- 2 tickets to LTI Luncheon

Gold (\$1000)

Silver benefits plus:

- Sponsor logo placed in institute materials, including LTI e-blasts
- Video or commercial (:60) played at LTI Luncheon (*provided by company*)
- Contact list of LTI attendees

Silver (\$500)

- Sponsor logo included on LTI T-shirts (*logo artwork provided by company*)
- 2 T-Shirts
- One promotional item for participant bags (*i.e. pen, cup, notepad, etc.*)
- One single page marketing piece for participant bags (*i.e. flyer, card, brochure, etc.*)
- Sponsor recognition on LTI event page of VRPS website
- Sponsor recognition in participant condos and/or notebooks

For more information, visit:

<http://www.vrps.com/EducationEvents/LTILeadershipTrainingInstitute.aspx>

or contact:

James Mickle - (757) 441-1034 or
james.mickle@norfolk.gov

LEARN • TRANSFORM • INSPIRE

Benefit	Diamond (Presenting)	Platinum	Gold	Silver
Cost	\$2500	\$1500	\$1000	\$500
Presenting Billing – listed below “LTI 2020”	✓			
Video or commercial (:60) on LTI event page of VRPS website	✓			
Opportunity to assist with presenting awards at LTI Luncheon	✓			
Exhibit space at LTI	✓			
Sponsor banner displayed at Institute	✓	✓		
Sponsor logo in 3 VRPS e-publications	✓	✓		
2 tickets to LTI Luncheon	✓	✓		
Sponsor logo placed in all online institute materials, including LTI e-blasts	✓	✓	✓	
Video or commercial (:60) played at LTI Luncheon	✓	✓	✓	
Contact list of LTI attendees	✓	✓	✓	
Sponsor logo included on LTI T-shirts	✓	✓	✓	✓
2 T-shirts	✓	✓	✓	✓
One promotional item for participant bags	✓	✓	✓	✓
One single page marketing piece for participant bags	✓	✓	✓	✓
Sponsor recognition on LTI event page of VRPS website	✓	✓	✓	✓
Sponsor recognition in participant condos and/or notebooks	✓	✓	✓	✓