



**October 3– 6~ Norfolk, VA~ [vrps.com](http://vrps.com)**

## **2020 VIRGINIA RECREATION AND PARK SOCIETY ANNUAL CONFERENCE SPONSORSHIP INFORMATION**

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### **LOCATION**

Norfolk Waterside Marriott  
235 E Main St, Norfolk VA 23510

### **CONTACT INFORMATION**

Jim Stutts  
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## VIRGINIA RECREATION & PARK SOCIETY

### Our Conference

The 2020 Virginia Recreation & Park Society Conference provides access to a field of leaders and financial decision makers throughout the Commonwealth of Virginia. Your sponsorship is an easy and affordable way to promote your product, program, or services to a targeted professional audience while supporting the many benefits of Parks and Recreation.

In addition to the many opportunities outlined in this brochure, we are happy to work with you to find the sponsorship option that will be the best fit for your organization. For information about becoming a sponsor, please contact Anne Agorsor at 757-823-4264 or [anne.agorsor@norfolk.gov](mailto:anne.agorsor@norfolk.gov).

### Our Organization

Founded in 1953, a 501 (c) (6) organization.

- Consists of over 1,400 members representing over 120 parks and recreation departments across the Commonwealth of Virginia
- Plays a leading role in state parks and recreation in the nation.
- Exists to unite all professionals, students, and businesses engaged in the field of parks, recreation and leisure services.
- Provides educational and networking opportunities for our members.
- Maintains a legislating presence on the local, state, and national level to ensure representation of parks, open space and recreation services.



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## CONFERENCE SPONSORSHIPS

### Premier Level

#### Overall Exhibit Hall Sponsor - \$15,000

Inclusion of sponsor name and logo on main exhibit hall banner throughout the conference in addition to (3) three education session sponsorships, premium booth, registration packet stuffers, tabletop brochure placement, conference app advertisement, exhibit all aisle signage and spotlight center stage.

#### Delegate Bag - \$6,000

Prime logo placement on conference delegate bag distributed to all attendees.

#### Awards Banquet - \$7,000

Company presence at Awards Banquet, plus opportunity to present plaques to award recipients.

### Signature Level

#### Keynote Speaker Opening Session - \$5,500

Company presence at Opening Session & opportunity to introduce Keynote Speaker.

### Showcase Level

#### Technology Sponsor - \$5,000

Company logo on starting screen of the Conference App & Mobile Banner Ad inside the App.

#### Monday Exhibit Hall Lunch - \$3,500

Company logo displayed alongside lunch in Exhibit Hall and Spotlight Center Stage.

#### Conference Lanyards - \$5,000

Company logo conference lanyards are distributed to all attendees.

#### All Premier, Signature & Showcase Level Sponsorships include:

- Logo placed on conference signage.
- Educational sessions (display can be set up for (3) three days outside educational sessions for opportunities to interact with delegates between sessions).
- Company produced video/commercial posted on VRPS preferred vendor page through 30 days post conference.
- Standard booth space in exhibit hall.
- Highlighted listing in conference mobile app with company logo.
- Logo placed in all print and online conference materials.
- Registration packet stuffer.
- First right of refusal for 2021 VRPS Annual Conference.



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## ADDITIONAL PROMOTIONAL OPPORTUNITIES

### **DIRECTORS BREAKFAST FORUM - \$1,200 (3 AVAILABLE)**

- Sponsor presentation (ten-minute max) at the forum.
- Opportunity to meet directly with directors from across the state.
- Logo placed in all print and online conference materials.
- First right of refusal for 2021 VRPS Annual Conference.

### **EDUCATION SESSION SPONSOR - \$100/Session, \$250/3 Sessions**

- Company presence in select education sessions.

### **MOBILE APP BANNER - \$750 PER DAY (3 AVAILABLE)**

- Ad will run for one day (Sunday, Monday, or Tuesday) in rotation with Technology Sponsor.
- App was open for 17,800 minutes during the 2019 conference.

### **HALLWAY BANNERS - \$750 (8 AVAILABLE)**

- Limited number of slots for exhibitor-provided popup banners to be placed at strategic locations in reception area/hallway adjacent to education sessions.

### **REGISTRATION PACKET STUFFER - \$250**

- Must provide 1,000 copies of your collateral material by August 1, 2020. Collateral material is limited to a one-page, 8 '5" x 11" flyer or brochure.\*

### **TABLETOP DISPLAY (UNMANNED) - \$250**

- Must provide 1,000 copies of your collateral material by August 1, 2020. Collateral material is limited to a one-page, 8 '5" x 11" flyer or brochure.\*

### **SPOTLIGHT: CENTER STAGE - \$250**

- Limited number of 10-minute time slots for exhibitors to promote their product/ service using an interactive format from center stage of exhibit hall.

### **E-BLASTS, COUNTDOWN TO CONFERENCE BANNER AD - PRICE VARIES**

- Upper Banner Ad: \$270 VRPS Members, \$300 Non-Member/ 4 blasts
- Lower Banner Ad: \$135 VRPS Members, \$150 Non-Member/ 4 blasts
- The Countdown to the Conference e-newsletter is distributed to over 1,400 VRPS members over the course of ten weeks leading up to the annual conference.

\*Send collateral material to:  
Norfolk Recreation, Parks and Open Space  
Attn: Anne Agorsor  
220 Boush Street, Norfolk, VA 23510



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## SOCIAL SPONSORSHIPS COMING SOON!

### All Social Sponsorships include:

- Logo placed on conference signage.
- Company produced video/commercial posted on VRPS Preferred Vendor page through 30 days post conference.
- Standard booth space in Exhibit Hall.
- Highlighted listing in Conference Mobile App with company logo.
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