

Join Us!



Virginia Recreation & Park Society

An Affiliate of the National Recreation and Park Association

October 21-24, 2017

2017 Annual Conference
HAMPTON ROADS CONVENTION CENTER
HAMPTON, VIRGINIA



**STATEWIDE MARKETING
& SPONSORSHIP
OPPORTUNITIES**



“From Trails to Treasure—Your Journey Awaits!”



Premier & Signature Sponsorship Opportunities

Conference Delegate Bag—\$6,000 *Sold!*

- Prime logo placement on conference delegate bag distributed to all attendees
- Educational sessions (display can be set-up for three days outside educational sessions promoting business for opportunities to meet and interact with delegates between sessions)
- Company produced video/commercial posted on VRPS Preferred Vendor page through 30 days post conference
- Logo placed on conference signage
- Standard booth space in Exhibit Hall
- Listing in Conference Mobile App
- Logo placed in all print and online conference materials
- * First right of refusal for 2018 VRPS Annual Conference



Awards Banquet—\$6,000

- Company Presence at the Awards Banquet and opportunity to present plaques to award recipients
- Logo placed on conference signage
- Educational sessions (display can be set-up for three-days outside educational sessions promoting business for opportunities to meet and 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
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Keynote Speaker/Sunday Session—\$5,000

- Company presence at Opening Session and opportunity to introduce the Key Note speaker
- Logo placed on conference signage
- Educational sessions (display can be set-up for three-days outside educational sessions promoting business for opportunities to meet and interact with delegates between sessions)
- Company produced video/commercial posted on VRPS Preferred Vendor page through 30 days post conference
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Parks & Recreation Forum Speaker/Monday Session—\$5,000

- Company presence at General Session and opportunity to introduce the Key Note speaker
- Logo placed on conference signage
- Educational sessions (display can be set-up for three-days outside educational sessions promoting business for opportunities to meet and 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
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New!

Join Us in Hampton!



Showcase Sponsorship Opportunities

Image-Building and Branding

~~Technology Sponsor—\$4,000~~ **Sold!**

- Company logo on starting screen of the Conference App
 - Logo placed on conference signage
 - Educational sessions (display can be set-up for three-days outside educational sessions promoting business for opportunities to meet and 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
 - Listing in Conference Mobile App
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Education Sponsor—\$4,000

- Company Presence in select education sessions
 - Logo placed on conference signage
 - Educational sessions (display can be set-up for three-days outside educational sessions promoting business for opportunities to meet and 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
 - Listing in Conference Mobile App
 - Logo placed in all print and online conference materials
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Cultivate Your Network

~~Sunday Exhibit Hall Treasure Hunt—\$4,000~~ **Sold!**

- Company presence in Exhibit Hall and "Expedition Activities"
 - Logo placed on conference signage
 - Educational sessions (display can be set-up for three-days outside educational sessions promoting business for opportunities to meet and 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
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 - Logo placed in all print and online conference materials
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Make an Impact

Monday Exhibit Hall Lunch—\$3,500

- Signage placed around the serving areas
 - Standard booth space in Exhibit Hall
 - Company produced video/commercial posted on VRPS Preferred Vendor page through 30 days post conference
 - Logo placed on conference signage
 - Registration Packet Stuffer
 - Logo placed in all print and online conference materials
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Meet Delegates With Buying Power!

Showcase Sponsorship Opportunities



Saturday Social at Bluebird Gap Farm—\$3,500

- Signage placed at Social Entrance
- Standard booth space in Exhibit Hall
- Company produced video/commercial posted on VRPS Preferred Vendor page through 30 days post conference
- Logo placed on conference signage
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Highly Targeted Field Marketing

Sunday “Glow Bowl” Social—\$3,500

- Signage placed at Social Entrance
- Standard booth space in Exhibit Hall
- Company produced video/commercial posted on VRPS Preferred Vendor page through 30 days post conference
- Logo placed on conference signage
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Product Promotion

Monday Social at Peninsula Town Center—\$3,500

- Signage placed at Social Entrance
- Standard booth space in Exhibit Hall
- Company produced video/commercial posted on VRPS Preferred Vendor page through 30 days post conference
- Logo placed on conference signage
- Registration Packet Stuffer
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Brand Awareness and Recognition

Director’s Forum—\$1,000 (3 Available)

- Ten-minute sponsor presentation at the forum
- Opportunity to meet directly with directors from across the state
- Logo placed in all print and online conference materials
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Build Strong Local Relationships!



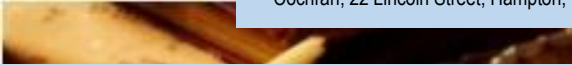
Additional Promotional Opportunities

Exhibit Hall Aisle—\$750 Per Aisle (4 Maximum)

- Signage place at ends of aisles of Exhibit Hall

Registration Packet Stuffer—\$250

- Must provide 1,000 copies of your collateral material by September 15, 2017, to Hampton Parks, Recreation & Leisure Services, ATT: Luci Cochran, 22 Lincoln Street, Hampton, Virginia, 23669. Collateral material are limited to one-page 8½" x 11" flyer or brochure.



Tabletop Display (Unmanned) - \$250

- Must provide 1,000 copies of your collateral material by September 15, 2017, to Hampton Parks, Recreation & Leisure Services, ATT: Luci Cochran, 22 Lincoln Street, Hampton, Virginia, 23669. Collateral material are limited to one-page 8 1/2" x 11" flyer or brochure.



E-Blasts, Countdown to Conference Banner Ad—\$150-\$300

- Upper Banner Ad: \$270 VRPS Members/4 e-blasts, \$300 Non-Member/4 e-blasts
- Lower Banner Ad: \$135 VRPS Members/4 e-blasts, \$150 Non-Member/4 e-blasts
- The Countdown to Conference e-newsletter is distributed to over 1,400 VRPS members for 10 weeks leading up to the Annual Conference.

Conference APP Advertisement—\$630-\$700

Reinforce your presence at the Conference by placing an ad in the VRPS Conference APP. Orders must be received and paid for by August 15, 2017. Register and pay online at vrps@vrps.com. \$630 VRPS members, \$700 non-members.



Promote New Features & Products! We're also Happy to Customize Your Marketing— Give Us a Call at (757) 727-1610!

About VRPS . . .

- Founded in 1953, a 501(c)(6) organization
- Consists of over 1,000 members representing over 115 parks and recreation departments across the Commonwealth of Virginia
- Plays a leading role in state parks and recreation organizations 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 legislative presence on the local, state and national level to insure representation of parks, open space, and recreation services