



VIRGINIA RECREATION AND PARK SOCIETY
INVITES YOU TO
GROW YOUR BUSINESS TO NEW HEIGHTS
with
STRATEGIC PRODUCT PLACEMENT

2019 VRPS ANNUAL CONFERENCE
SPONSORSHIP INFORMATION

VRPS Returns to Northern Virginia!

Record number of attendees at last VRPS Conference in Northern VA!



CONFERENCE INFORMATION
SEPTEMBER 7-10, 2019

THE SHERATON TYSONS
8661 LEESBURG PIKE
TYSONS, VA 22182

CONTACT INFORMATION

STEVE TORPY
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VIRGINIA RECREATION & PARK SOCIETY

Our Conference

The 2019 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 Steve Torpy at 703-777-0345 or Steve.Torpy@loudoun.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.



CONFERENCE SPONSORSHIPS

Premier Level - New for 2019!

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 hall aisle signage and spotlight center stage.

DELEGATE BAG - SOLD!

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 & Spotlight Center Stage.

CONFERENCE LANYARDS - \$5,000

Company logo on conference lanyards 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 2020 VRPS Annual Conference.



SOCIAL SPONSORSHIPS

SATURDAY EVENING SOCIAL AT MEADOWLARK GARDENS – \$4,000

Signage placed at social entrance. Dinner and evening activities at Meadowlark Gardens.

SUNDAY POP UP PARK PARTY – \$4,000

Signage placed at social entrance. Connections, music, entertainment, food trucks, games, competitions and amusements at Lake Fairfax Sunday evening.

CASINO FOOTBALL NIGHT - \$4,000

Signage placed at social entrance. Monday night's social in the upper ballroom and outdoor atrium of the hotel features televised football games, live DJ music, corn hole and other active games, casino games, snacks and beverages.

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.
- Logo placed in all print and online conference materials.
- Registration packet stuffer.
- First right of refusal for 2020 VRPS Annual Conference.



ADDITIONAL PROMOTIONAL OPPORTUNITIES

TUESDAY PARK MAINTENANCE SHOWCASE & BREAKFAST - \$1,500

- Signage placed at showcase entrance. Premier space for demo(s).

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 2020 VRPS Annual Conference.

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

- Company presence in select education sessions (total of 55 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 nearly 29,000 minutes during the 2017 conference.

NEW IN 2019! 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 collateral material by August 1, 2019 to: Town of Leesburg Parks and Recreation, 50 Ida Lee Dr NW, Leesburg, VA 20176, Attn: Kate Trask. Collateral material is limited to a one-page, 8 ½" x 11" flyer or brochure.

TABLETOP DISPLAY (UNMANNED) - \$250

- Must provide 1,000 copies of your collateral material by August 1, 2019 to: Town of Leesburg Parks and Recreation, 50 Ida Lee Dr NW, Leesburg, VA 20176, Attn: Kate Trask. Collateral material limited to a one-page, 8 ½" x 11" flyer or brochure.

NEW IN 2019! 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.