



WHERE LEGENDS RISE
VRPS ANNUAL CONFERENCE
VIRGINIA BEACH 2022
NOVEMBER 5-8, 2022

SPONSORSHIP INFORMATION



MAXIMIZE YOUR EXPOSURE

LOCATION

Marriott Virginia Beach Oceanfront | 4201 Atlantic Ave. | Virginia Beach, VA 23451
Virginia Beach Convention Center | 1000 19th Street | Virginia Beach, VA 23451

CONTACT

Amy Woodson | awoodson@vbgov.com | (757) 385 - 0415
Shawn Hopson | shopson@cityofchesapeake.net | (757) 382 - 1317



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ABOUT VRPS

The 2022 VRPS Conference will provide a unique sponsorship opportunity for leaders and financial decision makers throughout the Commonwealth of Virginia to promote your product and/or service to professionals. We'd like to work with you to find the best sponsorship for your organization that will benefit you and the targeted professional audience that will be in attendance.

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.



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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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2022 CONFERENCE SPONSORSHIPS

PREMIER LEVEL

DELEGATE BAGS | \$7,500 **SOLD**

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

SUNDAY NIGHT SOCIAL - VIRGINIA AQUARIUM | \$7,500 **SOLD**

- Signage and presence at Social

MONDAY NIGHT SOCIAL - VIRGINIA BEACH MARRIOTT | \$6,500 **SOLD**

- Signage and presence at Social

AWARDS CEREMONY | \$6,000

- Company presence at Awards Ceremony
- 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

CONFERENCE LANYARDS | \$5,000

- Company logo on conference lanyards distributed to all attendees

TECHNOLOGY SPONSOR | \$5,000

- Company logo on starting screen of conference app & mobile banner ad inside the app

EXHIBIT HALL SPONSOR | \$5,000 **SOLD**

- Company logo displayed prominently in Exhibit Hall, alongside lunch
- Standard exhibit hall booth
- Spotlight Center Stage

ALL SPONSORSHIP LEVELS INCLUDE:

- Logo placement on conference signage
- Display set up for three (3) days outside educational sessions
- Company produced video/commercial posted on VRPS webpage 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 2023 VRPS Annual Conference



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ADDITIONAL PROMOTIONAL OPPORTUNITIES

DIRECTORS FORUM AT MARRIOTT HOTEL | \$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 2023 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 (Monday or Tuesday) in rotation with Technology Sponsor
- App was open for 17,800 minutes during the 2019 conference

REGISTRATION PACKET STUFFER | \$250

- Must provide 1,000 copies of your collateral material by August 1, 2022. Collateral material is limited to a one-page, 8 '5" x 11" flyer or brochure*

TABLETOP DISPLAY (UNMANNED) - \$250

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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 by August 1, 2022 to:

Amy Woodson | 2154 Landstown Rd. | Virginia Beach, VA 23456



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