

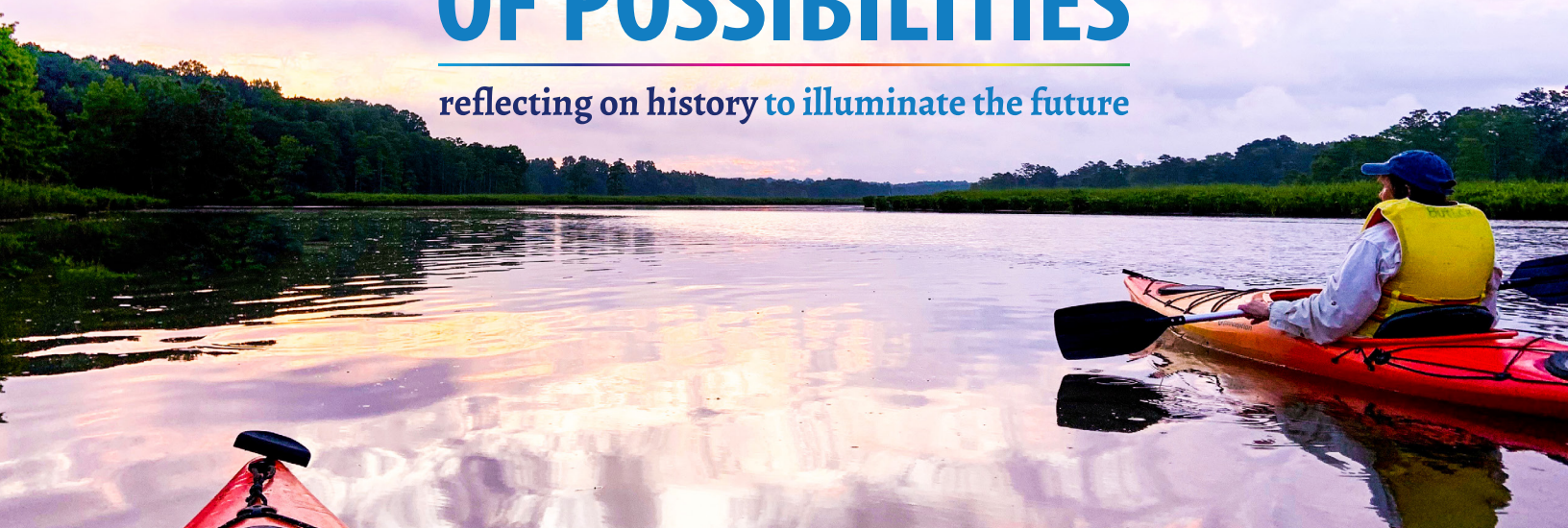
# SPONSORSHIP INFORMATION

VRPS Conference ▲ 2023 ▲ James City County

# PRISM OF POSSIBILITIES



reflecting on history to illuminate the future



▲ The Benefits are Endless ▲

## Conference Dates: September 9 – 12, 2023

### EXHIBIT HALL LOCATION

DoubleTree by Hilton Hotel  
50 Kingsmill Road, Williamsburg, VA 23185

### COMMITTEE CONTACT

John Carnifax, Exhibits/Sponsorships Co-Chair  
[John.Carnifax@jamescitycountyva.gov](mailto:John.Carnifax@jamescitycountyva.gov)  
(757) 259-5361

David McCauley, Exhibits/Sponsorships Co-Chair  
[David.Mccauley@hampton.gov](mailto:David.Mccauley@hampton.gov)  
(757) 727-6348

**MAXIMIZE YOUR EXPOSURE THROUGH  
SPONSORING THE VIRGINIA RECREATION &  
PARK SOCIETY'S 69TH ANNUAL CONFERENCE!**

We invite you to James City County, an unforgettable County of historic charm, great food, rich culture and awesome recreational experiences!

Select the sponsorship opportunity that will give you the most bang for your buck; we look forward to working with you.

[VRPS.COM/2023-ANNUAL-CONFERENCE](https://vrps.com/2023-annual-conference)

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## About the VRPS Conference

The 2023 Virginia Recreation & Park Society (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.



## 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.

**TO BECOME A  
SPONSOR, CONTACT:**

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## ▲ 2023 Conference Sponsorships ▲

### Premier Level

#### DELEGATE BAGS • **SOLD!**

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

#### SUNDAY NIGHT SOCIAL AT JAMESTOWN BEACH EVENT PARK • **SOLD!**

- Signage and presence at Social
- Video Wall

#### MONDAY NIGHT SOCIAL AT BUSCH GARDENS • **SOLD!**

- Signage and presence at Social
- Video Wall

#### AWARDS CEREMONY AT BUSCH GARDENS • **SOLD!**

- Company presence at Awards Ceremony
- Opportunity to present awards to recipients
- Video Wall

### Signature Level

#### KEYNOTE SPEAKER OPENING SESSION • \$5,500

- Company presence at Opening Session
- Opportunity to introduce Keynote Speaker

### Showcase Level

#### CONFERENCE LANYARDS • **SOLD!**

- Company logo on conference lanyards distributed to all attendees

#### TECHNOLOGY SPONSOR • \$5,000

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

#### EXHIBIT HALL SPONSOR • **SOLD!**

- Company logo displayed prominently in Exhibit Hall, alongside lunch
- Standard Exhibit Hall Booth
- Video Wall

#### WELCOME SATURDAY NIGHT SOCIAL AT BILLSBURG BREWERY • **SOLD!**

- Company logo displayed onsite
- Standard Exhibit Hall Booth

### 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 2024 VRPS Annual Conference.

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## ▲ Additional Promotional Opportunities ▲

### DIRECTORS FORUM AT DOUBLETREE BY HILTON HOTEL • SOLD!

- Sponsor presentation (five-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 2024 VRPS Annual Conference

### VRPS VIDEO WALL – NEW!

- Featured spot on the LED Video Wall (wall-sized TV – only better!)
- Capture the attention of delegates in the Exhibit Hall; your message repeats approximately every half-hour
- Your message will display across panels in multiple areas and on a continuous loop of moving “prism” graphics as delegates walk by or stop to watch

Spot Length*	Without Exhibit Hall Booth	With Paid Exhibit Hall Booth	With Premier Level Sponsorship
Up to 15-Second Spot	\$550	\$250	FREE!
Up to 30-Second Spot	\$750	\$450	FREE!
Up to 60-Second Spot	\$1,000	\$700	FREE!
Up to 120-Second Spot	\$1,500	\$1,000	FREE!

\*If you're interested in more than 120 seconds, please contact us today to discuss! Supported Formats: PowerPoint or Full Video with sound.

### MOBILE APP BANNER • SOLD!

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

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

- **Upper Banner Ad:** \$270 VRPS Members, \$300 Non-Member/ 4 blasts • **SOLD!**
- **Lower Banner Ad:** \$135 VRPS Members, \$150 Non-Member/ 4 blasts • **SOLD!**
- 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.

### REGISTRATION PACKET STUFFER • SOLD!

Must provide 1,000 copies of your promotional material by July 15, 2023.

Promotional material is limited to a one-page, 8.5" x 11" flyer or brochure\*

### EDUCATION SESSION SPONSOR • \$100/SESSION • \$250/3 SESSIONS

Company presence in select education sessions

\*Send promotional materials by July 15, 2023 to:  
John Carnifax,  
5320 Palmer Lane,  
Suite 2A,  
Williamsburg, VA 23188

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