

SPONSORSHIP INFORMATION



⚓ **The Benefits are Endless** ⚓

Conference Dates: September 14-17, 2024

EXHIBIT HALL LOCATION

Norfolk Waterside Marriott
235 E Main St, Norfolk, VA 23510

COMMITTEE CONTACT

Shannon Moore, CPRP
Smooore@vbgov.com
(757) 385-0443

Bailey Kasten, VRPS Executive Director
Bailey@vrps.com
(804) 730-9447

MAXIMIZE YOUR EXPOSURE THROUGH SPONSORING THE VIRGINIA RECREATION & PARK SOCIETY'S 70TH ANNUAL CONFERENCE!

We invite you to Norfolk's unforgettable, urban city with 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.



About the VRPS Conference

The 2024 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.
- ✦ Advocates on the local, state, and national level to ensure representation of parks, open space and recreation services.



**TO BECOME A
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⚡ 2024 Conference Sponsorships ⚡

Premier Level

DELEGATE BAGS • \$7,500

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

SUNDAY NIGHT SOCIAL • SOLD

- Signage and presence at Social

MONDAY NIGHT SOCIAL • SOLD

- Signage and presence at Social

AWARDS CEREMONY AT WATERSIDE MARRIOTT BALLROOM • SOLD

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

Signature Level

KEYNOTE SPEAKER OPENING SESSION • \$5,500

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

KEYNOTE SPEAKER CLOSING SESSION • \$5,000

- Company presence at Closing Session

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 and mobile banner ad inside the app

EXHIBIT HALL SPONSOR • \$5,000

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

WELCOME SATURDAY NIGHT SOCIAL AT NASH FEST • \$4,500

- Company logo displayed onsite
- Standard Exhibit Hall Booth

SELFIE STATION • \$3,500

- Company logo displayed onsite

MORNING MOJO • \$3,500

- Company logo displayed onsite



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.



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⚡ Additional Promotional Opportunities ⚡

DIRECTORS FORUM AT NORFOLK WATERSIDE MARRIOTT • 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

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 17,000 minutes during the 2023 VRPS Conference

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

- Upper Banner Ad: \$300 VRPS Members, \$350 Non-Member/ 4 blasts •
- Lower Banner Ad: \$200 VRPS Members, \$250 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.

REGISTRATION PACKET STUFFER • \$250

Must provide 1,000 copies of your promotional material by July 12, 2024.
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 12, 2024 to: Lauren Wiltsey, Lambert's Point Community Center 1251 W 42nd St, Norfolk, VA 23508



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