



2024 WRPA Partnership Opportunities

Build Stronger Industry Connections



About WRPA:

Washington Recreation & Park Association was established in 1947 and is a not-for-profit 501c3 professional and public interest organization. WRPA's mission is to promote excellence in current and future parks and recreation professionals through advocacy, networking, education, and training.



3,800 + MEMBERS



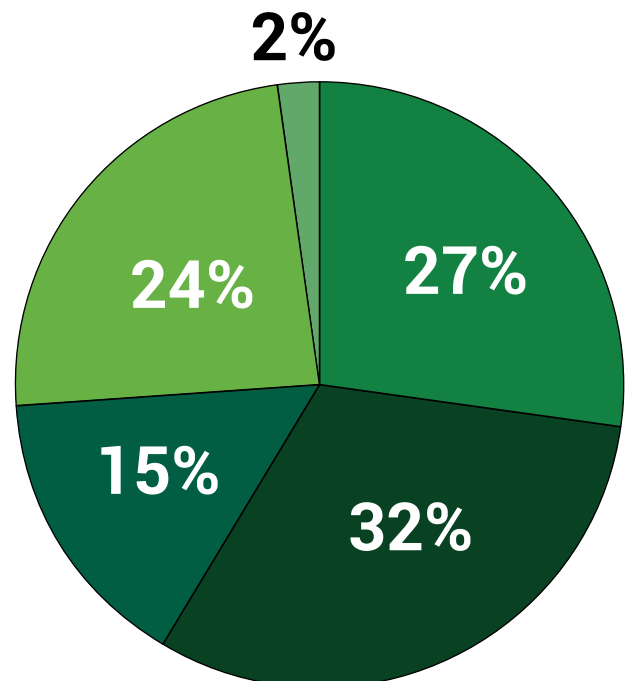
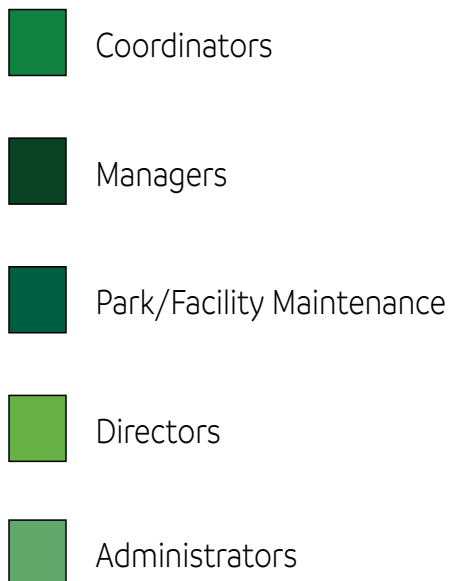
40+ COMMERCIAL MEMBERS



76 AGENCY MEMBERS

PARTNERING WITH WRPA HELPS YOU

- Put your company front and center
- Gain more exposure with your target market
- Increase your reach to new customers and agencies
- Re-enforce current relationships and engage throughout the year
- Build strong connections with leaders and decision makers



*Based on available data from members and supporters who included their job title in their profile. Data pulled on May 25, 2023.

Annual Partnership Levels at a Glance



Benefits	Platinum Partner \$16,000 (Exclusive)	Gold Partner \$8,500 (5 Available)	Silver Partner \$4,500 (5 Available)
WRPA WEBSITE			
Partner Recognition on WRPA Homepage	Prominent Linked Logo	Linked Logo	Linked Logo
Company Description (100 word max)	✓	✓	✓
Chance to Post Events on the Calendar	✓	✓	
Branded Banner on WRPA Homepage	✓		
WRPA EMAILS & SOCIAL			
Recognition in WRPA Emails	Prominent Linked Logo	Linked Logo	Linked Logo
Social Media Shout Out (Facebook & Twitter)	4	2	1
WRPA CONFERENCE			
Full Event Registration(s) to Conference	4	2	2
Complimentary Exhibit Opportunity at Conference	20' x 20' Booth	10' x 10' Booth	10' x 10' Booth
Ad in Tradeshow Highlight Email (Due Friday, March 1, 2024)	600 x 200 px	400 x 200 px	200 x 200 px
Logo Posted on All Applicable Conference Promotional Materials	✓	✓	✓
Promotional Address at Opening Keynote	2-3 Minutes		
Chance to display collateral in General session room tables	✓	✓	
TRAINING PROGRAM BENEFITS			
Registration(s) to all WRPA Training Programs	2	1	
Chance to address attendees at the Fall Training	Opening	Lunch	
Table Top Exhibit at the Fall Training and CPSI	✓	✓	
Chance to display collateral in General session room tables	✓	✓	
ADDITIONAL BENEFITS			
Complimentary WRPA Commercial Membership (\$500 Value)	✓	✓	
Opportunity to Partner with WRPA and Host an Open House	✓		
WRPA Membership App Sponsorship	✓		

WRPA Commercial Membership



WRPA Commercial Membership: **\$500**

ANNUAL MEMBER BENEFITS

Want to further enhance your visibility and benefits? Consider becoming a WRPA Commercial Member. This membership is included with the purchase of an annual platinum and gold sponsorship, but can be added to other sponsorship or exhibit opportunities. A full list of benefits can be found below.

- Exclusive access to the WRPA vendor directory where you can list your company contact information and company description
- Receive member discounts on WRPA events and training programs
- Access to WRPA Resources (WRPA newsletter, member directory, and WRPA membership app)
- Opportunity to submit a proposal to provide a specialized training
- Complimentary WRPA Job Board postings (up to two members profiles)



WRPA COMMERCIAL MEMBER TESTIMONIAL - NORTHWEST PLAYGROUND EQUIPMENT



“At Northwest Playground Equipment, our mantra is ‘Building Community through Play’. A strong community requires great connection and communication to inspire engagement and collaboration. We are excited to be able to continue our 24-year tradition of partnering with WRPA.

—Northwest Playground Equipment

WRPA Annual Conference Sponsorships



Featured Conference Sponsor (exclusive opportunity) :

\$5,500

Become the WRPA Conference & Tradeshow featured sponsor. You will receive prominent logo recognition on all conference promotional materials including the WRPA Conference website and Conference e-blasts, alongside recognition of the Association's annual platinum, gold, and silver sponsors.



In addition, you will receive:

- Four (4) complimentary Conference registrations with nametag identification as sponsor
- Prominent exhibit space and one 10' x 10' exhibit booth included with sponsorship
- Ad space in the Tradeshow Highlight Email (600px X 200px)
- Prominent logo recognition on all sponsorship signage and on screen in the general session room
- Brief (2-3 minutes) promo address from the podium before or after the opening keynote address
- Sponsor acknowledgment by WRPA leadership from the podium during all keynote sessions
- One (1) push notification per day through the event app
(content provided by sponsor with a maximum of two sentences)



WRPA Annual Conference Sponsorships



The WRPA Annual Conference & Tradeshow is a two and a half day networking and education event that welcomes between 400 and 450 parks and recreation professionals, sponsors, exhibitors, and speakers each year. The Conference traditionally offers more than 40 educational sessions, four to six networking/socials, student activities, and more.

2024 Conference Sponsorship Opportunities:

Room Sponsor

\$2,000

(Five Available)

- Opportunity to introduce the speakers within the room you are sponsoring for the duration of the Conference
- Opportunity to hand out promotional materials to attendees
- Opportunity to display pop-up sign within room
- Signage outside of room
- Baseline benefits (see below)

Daily Breaks Sponsor

\$1,750

(Two Available)

- Signage next to food and beverage
- Opportunity to set out promotional material next to food & beverage
- Baseline Benefits (see below)

Awards Dinner Sponsor

\$2,000

(One Available)

- Opportunity to address the room on stage and introduce the emcee's
- Signage at the entrance of room
- Baseline Benefits (see below)

Prominently display your company logo on a piece of branded material handed out to all attendees.

(cost of material and production included)

- **Up to 300 Tote Bags \$2,000**
- **Up to 300 Lanyards \$2,000**

Other material options available upon request.

Included with All Sponsorships (Baseline Benefits):

- One (1) complimentary Conference registration with nametag identification as sponsor
- Company logo on Conference signage and on screen during general sessions
- Logo recognition in/on all Conference promotional emails and materials
- Access to pre-event attendee roster and post-event attendee roster
- **\$250 off an exhibit opportunity**

Additional Sponsorship Opportunities (Does not include Baseline benefits):

App Notification (maximum purchase of two)

\$150

- Push out notification within the Conference App

Promotional Material Distribution

\$250

- Promotional materials can be placed at the registration desk (materials provided by sponsor)



WRPA Annual Conference Exhibit In-Person



Booth Space & Price:

EXHIBITOR BOOTH SPACE	ALL WRPA MEMBERS*	NON-MEMBER
10' x 10' Booth	\$1,150	\$1,600
10' x 20' Booth	\$2,050	\$2,600
20' x 20' Booth	\$3,550	\$4,300

EXHIBITOR BENEFITS

- Each 10 x 10 exhibit space includes one (1) eight foot dressed table, two chairs, pipe and drape, and an identification sign
- Two (2) complimentary Conference registrations with nametag identification as exhibitor (includes full access to Conference sessions and meals). Any additional representatives over two (2) will be \$185/ person.
- Linked company name on conference website
- Company name listed on Conference signage and onscreen during general sessions
- Company name and contact information listed in Conference app



***Become a WRPA Commercial Member: \$500**

ANNUAL MEMBER BENEFITS

To further enhance your visibility and benefits, consider becoming a WRPA Commercial Member.

- Exclusive access to the WRPA vendor directory
- Member discounts on WRPA events and training programs
- Access to WRPA Resources (WRPA newsletter, member directory, and WRPA membership app)
- Opportunity to submit a proposal to provide a specialized training
- Complimentary WRPA Job Board postings

WRPA Fall Training Program



This annual event has evolved and taken on many shapes over the years. It has been called the Fall Leadership Summit and Risk Management School, along with other names. However, the goal of the event is always to provide park and recreation professionals with professional development opportunities to help them make a difference at their agencies.

Name Badge Sponsor **\$500**

ONE AVAILABLE

- Company name listed on all promotional materials including event webpage and e-blasts
- Logo recognition on printed schedule
- Company listed onscreen during rolling presentation
- Logo on all attendee name badges
- One (1) complimentary registration with nametag identification as sponsor

Room Sponsor **\$750**

TWO AVAILABLE

- Company name listed on all promotional materials including event webpage and e-blasts
- Logo recognition on printed schedule
- Logo on educational room signage
- Company listed onscreen during rolling presentation
- Opportunity to introduce workshop speakers in sponsored room
- One (1) complimentary registration with nametag identification as sponsor

Display Table: **\$350 Member/\$450 Non-Member**

EIGHT AVAILABLE

- One (1) six foot display table
- Opportunity to provide brochures and materials to participants
- Company name listed on all promotional materials including event webpage and e-blasts
- Company listed onscreen during rolling presentation
- One (1) complimentary registration with nametag identification as exhibitor



Additional WRPA Training Programs



Training Program Sponsorships: \$500–\$2,000

WRPA also hosts several smaller training programs throughout the year. If you are interested in creating a custom sponsorship opportunity please email the WRPA Office at wrpa@wrpatoday.org.



WRPA EIB TRAINING

- WRPA's EIB Committee is an invitation for members of our professional community to connect, collaborate, and increase equity within our profession.
- The EIB Committee may hold trainings throughout the year.



WRPA WEBINARS

- Live webinars are held throughout the year.
- WRPA is now providing live webinar trainings. These online presentations offer members and non-members the chance to learn in their office or on the go anywhere in Washington State.



WRPA NETWORK EVENTS

- Network events are held throughout the year and hosted by our Network leaders
- WRPA has several dedicated Networks that provide WRPA members with the opportunity to make personal, ongoing connections with other professionals. These networks focus on specific sectors within the park and recreation field, examples include aquatics, park rangers, facilities/rentals/marketing, and more.



WRPA Advertising



WRPAToday Bi-Monthly Newsletter:

\$100–\$200

SIX AVAILABLE

- Reach more than 6,000 park and recreation professionals by advertising in our newsletter
- Sent out every other month beginning in February
- Material subject to Board approval
- **Specs:** PNG, JPEG, GIF files only, minimum 72 dpi, file and payment required for submission

Size Options

\$100	\$150	\$200
600 x 50 px	600 x 100 px	600 x 150 px

WRPA Calendar Posting:

\$100

MAXIMUM THREE PER COMPANY PER YEAR

- Reach more than 6,000 park and recreation professionals by advertising your event on our calendar
- Material subject to Board approval
- **Specs:**
 - Date & Time
 - Event Title & Description
 - Link to event page & registration form
 - Payment required for submission

WRPA Blog Post:

Free

MAXIMUM TWO PER COMPANY PER YEAR

- Reach more than 6,000 park and recreation professionals by submitting a blog post
- Content must be educational and related to the park and recreation field (all sources must be linked)
- Material subject to Board approval
- **Specs:** Word Document file, between 200-800 words, up to three images(JPEG, PNG and GIF only)





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