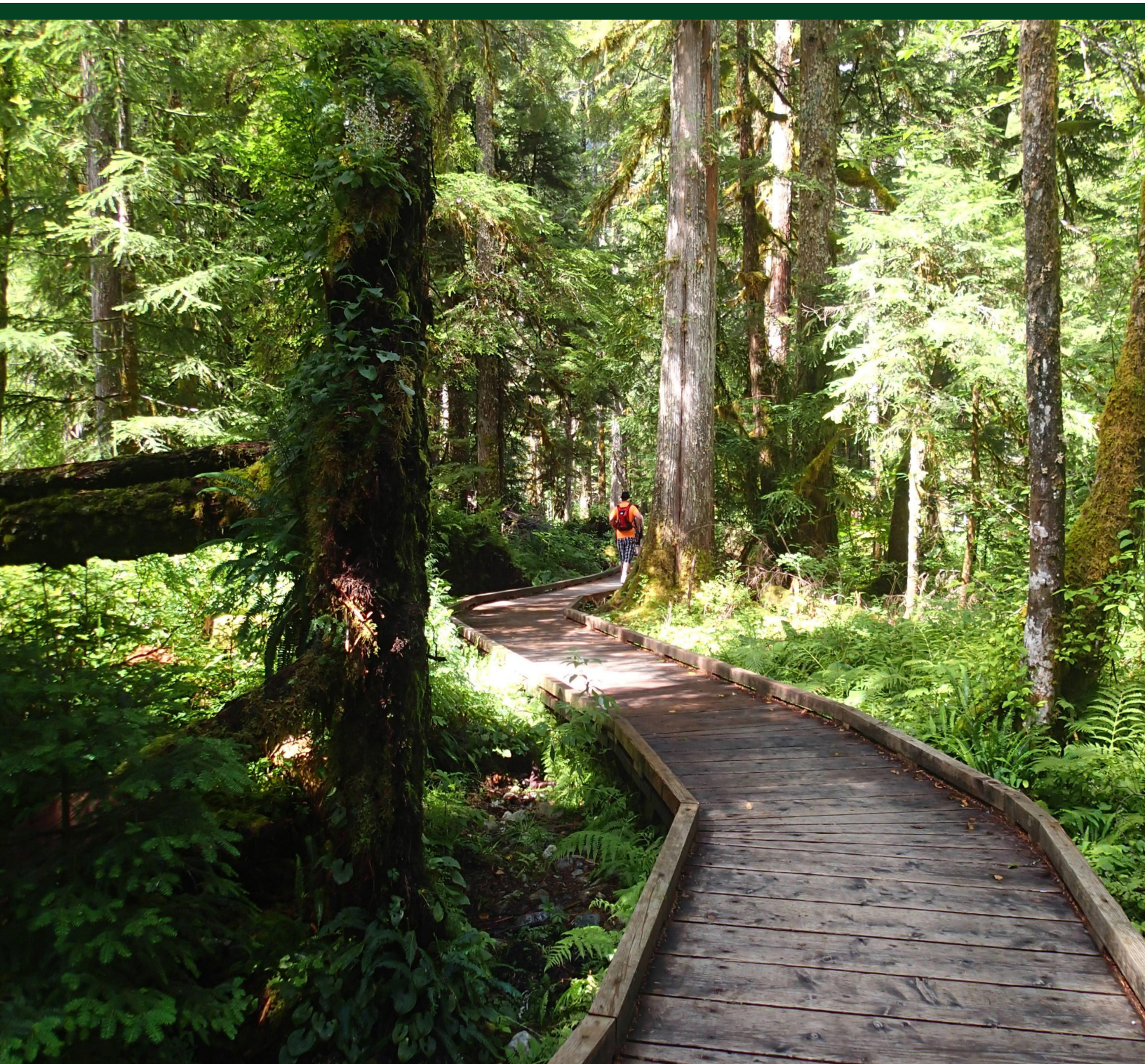




Washington Recreation
& Park Association

2025 WRPA PARTNERSHIP PROSPECTUS



ABOUT WRPA

Washington Recreation & Park Association was established in 1947 and is a not-for-profit 501 c3 professional and public interest organization. WRPA is a progressive and innovative organization with a long history of offering services to its members.

2,600+



40+ COMMERCIAL MEMBERS

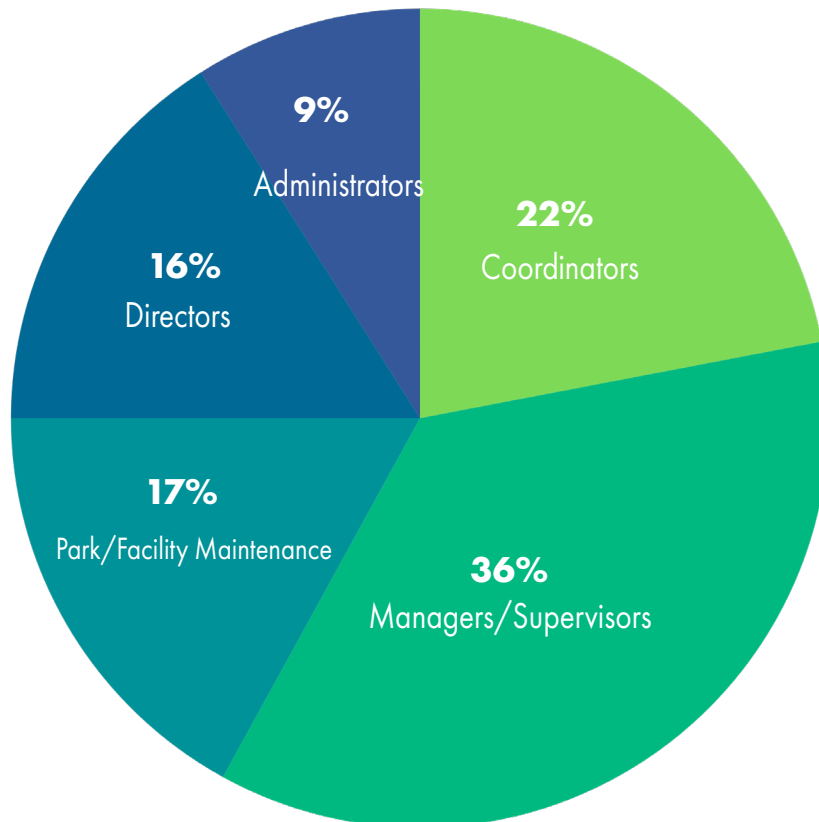


74 AGENCIES



PARTNERING WITH WRPA HELPS YOU

- Showcase your brand to parks and recreational professionals
- Capture the attention of your target audience
- Expand your reach to new customers and agencies
- Strengthen existing relationships with year-round engagement
- Build strong connections with industry leaders and decision-makers



VIP PARTNER

\$20,000+



This partnership is for companies that would like to immerse themselves in the Association year around. Partner with the Association on events, educational opportunities, and networking to showcase your company's products and services to parks and recreation professionals.

BENEFITS INCLUDED:

MARKETING & COMMUNICATION

- Partner recognition on the homepage of the website with linked logo and company description
- Ability to add your companies educational events to the WRPA website calendar
- Custom rotating banner featured on the WRPA homepage
- Linked logo in WRPA News & Event Emails
- Social media shout outs 4 times a year
- Contribute up to 4 blog posts a year for the WRPA blog
- Company listing in the WRPA Commercial Directory

EVENT

- Up to 4 complimentary registrations to WRPA Conference
- Up to 2 complimentary registrations to WRPA Fall Training & CPSI courses
- 20x20 booth at Conference (based on availability)
- Digital ad (600x200 px) in our tradeshow highlight email for Conference
- Partner recognition on the Conference homepage of the website
- Tabletop exhibit space at Fall Training & CPSI events (limit 2)
- Pre/post attendee list for all events (limited to those registrants who opt in)
- Opportunity to provide a 2-3 min video to be played during the opening of the Conference



ADDITIONAL BENEFITS

- WRPA Group Membership for a year
- Access to the membership directory
- Opportunity to host a social or networking event in partnership with WRPA outside of WRPA standard events
- Opportunity to present at the Admin Network meetings (Agency Directors)

Additional Perk (choose 1):

- Membership App Sponsor – 1 Available
- Sponsored Social Event at Conference – 2 Available
- Education Session at Conference – 3 Available
- Co-Hosted Webinar with WRPA – 5 Available

***Have additional ideas or want to discuss a custom package, please contact the WRPA Office at wrrpa@wrrpatoday.org.**

ANNUAL PARTNERSHIP

Level at a Glance



BENEFITS	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000
WRPA WEBSITE			
Partner Recognition on WRPA Homepage	Linked Logo	Linked Logo	Linked Logo
Company Description	✓	✓	✓
WRPA EMAILS AND SOCIALS			
Recognition in WRPA Emails	Linked Logo	Linked Logo	Linked Name
Social Media Shout Out (Facebook & IG)	3	2	1
WRPA CONFERENCE			
Partner Recognition on Conference Homepage	Linked Logo	Linked Logo	Linked Logo
Exhibit Booth (Subject to availability)	20' x 20' Booth	10' x 20' Booth	10' x 10' Booth
Full Event Registration(s) to Conference	3	2	1
Ad in Trade Show Highlight Email	600 x 200 px	400 x 200 px	200 x 200 px
Logo On Applicable Conference Materials (Including digital)	✓	✓	✓
Access to Attendee List (Limited to those registrants who opt in)	✓	✓	✓
Collateral at the Registration Desk	✓	✓	
WRPA FALL TRAINING			
Partner Recognition on Homepage	Linked Logo	Linked Logo	
Tabletop Exhibit	✓	✓	
Full Event Registration(s)	2	1	
Logo On Applicable Fall Training Materials (Including digital)	✓	✓	
Access to Attendee List (Limited to those registrants who opt in)	✓	✓	
Collateral at the Registration Desk	✓		
WRPA CPSI COURSES			
Partner Recognition on Homepage	Linked Logo		
Full Event Registrations (Not including materials)	2		
Table Top Exhibit (Limit 2)	✓		
Access to Attendee List (Limited to those registrants who opt in)	✓		
ADDITIONAL			
WRPA Group Membership for a year	✓	✓	
Company listing in the WRPA Commercial Directory	✓	✓	
Access to the member directory	✓	✓	

CONFERENCE PARTNERSHIP

\$150-\$5,500



The 2025 WRPA Annual Conference & Trade Show taking place on May 13-16 in Kennewick, Washington 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/social events, student activities, and more.

2025 WRPA ANNUAL CONFERENCE

Three Rivers Convention Center
May 13-16, 2025 | Kennewick, WA

BASELINE BENEFITS

Included with all Conference sponsorships (see below)

- One (1) complimentary Conference registration with name tag 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 (limited to those registrants who opt in)
- \$250 off an exhibit

CONFERENCE TITLE SPONSOR: \$5,500 (EXCLUSIVE OPPORTUNITY)

- Three (3) complimentary Conference registrations with name tag identification as sponsor
- Prominent 10'x10' exhibit space included with sponsorship
- Ad space (400 x 200 px) in the Trade Show Highlight Email
- 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 introducing the opening keynote
- 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)
- Prominent logo recognition on Conference website home page and emails

AWARDS DINNER SPONSOR: \$2,000 (EXCLUSIVE OPPORTUNITY)

- Opportunity to address the room on stage and introduce the emcee's
- Signage at the entrance of room

ROOM SPONSOR: \$2,000 (5 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

BRANDED MATERIAL SPONSOR: \$2,000 + COST OF MATERIAL AND PRODUCTION (2 AVAILABLE)

Prominently display your company logo on a piece of co-branded WRPA material distributed out to all attendees.

- Tote Bags
- Lanyards

DAILY BREAK SPONSOR: \$1,750 (2 AVAILABLE)

- Signage next to food and beverage
- Opportunity to set out promotional material next to food and beverage

EXHIBIT BOOTHS

\$750-\$4,100

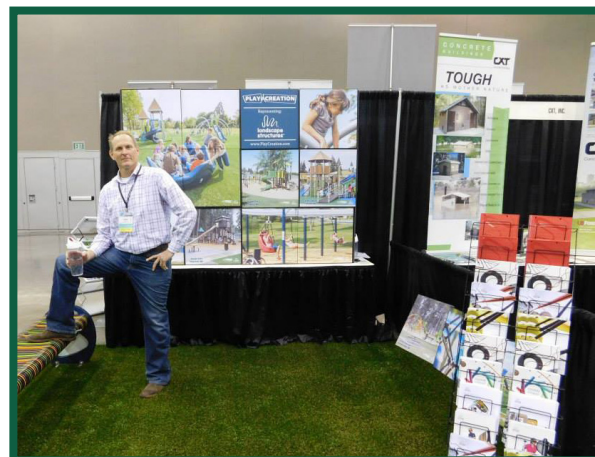


EXHIBITOR BOOTH SPACE	CONFERENCE REGISTRATION(S)	WRPA MEMBERS	NON-MEMBER*
6' Tabletop <i>(1) 6' Table, (2) Chairs, ID Sign</i>	1	\$750	\$1,250*
10' x 10' Booth <i>(1) 6' Table, (2) Chairs, ID Sign, Pipe & Drape</i>	1	\$1,200	\$1,700*
10' x 20' Booth <i>(2) 6' Tables, (4) Chairs, ID Sign, Pipe & Drape</i>	2	\$2,100	\$2,600*
20' x 20' Booth <i>(4) 6' Tables, (8) Chairs, ID Sign, Pipe & Drape</i>	4	\$3,600	\$4,100*

*Non-member rate includes 1 year Commercial Membership to WRPA

EXHIBITOR BENEFITS:

- Conference registrations include full access to the Conference (sessions, meals, and socials)
- Exhibitor listing on interactive Trade Show map
- Company name and contact information listed in Conference app
- Access to pre-event attendee roster and post-event attendee roster (limited to those registrants who opt in)



ADD-ONS

- **Additional Representatives:** \$199
- **Lead Retrieval:** \$350
- **App Notification (max purchase of two):** \$150
- **Promotional Materials Distributed at Registration Desk:** \$250

FALL TRAINING PARTNER



\$350-\$500

The Fall Training 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.



Fall Training



LANYARD SPONSOR: \$500 + COST OF MATERIAL AND PRODUCTION

(1 AVAILABLE)

- Company name listed on all promotional materials including event webpage and emails
- Logo recognition on printed schedule
- Company listed onscreen during rolling presentation
- Custom lanyards co-branded with your company and the WRPA logos
- One (1) complimentary registration

ROOM SPONSOR: \$500 (2 AVAILABLE)

- Company name listed on all promotional materials including event webpage and emails
- 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

DISPLAY TABLE: \$350 WRPA MEMBER / \$850 NON-MEMBER

(NON-MEMBER PRICE INCLUDES 1 YEAR COMMERCIAL MEMBERSHIP)

- 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 emails
- Company listed onscreen during rolling presentation
- One (1) complimentary registration

ADVERTISING

\$50-\$250



Reach more than 6,000 park and recreation professionals.
Material subject to Board approval.

WRPATODAY BI-MONTHLY NEWSLETTER

Advertise in our newsletter sent out every other month beginning in February. Ad must be submitted on the third Wednesday of the month.

SIZE OPTIONS	PRICES
600 x 50 px	\$150
600 x 100 px	\$200
600 x 150 px	\$250

Specs: PNG, JPEG, GIF files only, minimum 72 dpi, file and payment required for submission

WRPA CALENDAR POSTING: \$100

Advertise your event on our calendar. See specs below:

- Date & Time
- Event Title & Description
- Link to Event Page & Registration Form
- Payment required for submission

WRPA BLOG POST: \$50

Submit a blog post. Content must be educational and related to the park and recreation profession (all sources must be linked). See specs below:

- Word Document File
- Between 200-800 Words
- Up to Three Images (JPEG, PNG and GIF only)



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

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



Partner with WRPA today!



REGISTER NOW



2025 WRPA Partnership PROSPECTUS



www.WRPAtoday.org