Annual Sponsorships

Exclusive Platinum Partner: $15,000

ANNUAL BENEFITS

 Prominent hyperlinked logo recognition on multiple pages of WRPA website
 Brief company description included on sponsor page of WRPA website (75 word max, copy provided by sponsor)
 Logo recognition in all WRPA weekly e-news and sponsor feature in one edition (sent to 1,500 recipients)
 Opportunity to host an open house at your office or venue of choice. WRPA will promote the event
 Quarterly (4) social media announcements recognizing sponsorship of WRPA

CONFERENCE BENEFITS

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 Opportunity to host an open house at your office or venue of choice. WRPA will promote the event
 Quarterly (4) social media announcements recognizing sponsorship of WRPA

OTHER WRPA PROGRAM BENEFITS

 Prominent hyperlinked logo recognition on multiple pages of WRPA website
 Brief company description included on sponsor page of WRPA website (75 word max, copy provided by sponsor)
 Logo recognition in all WRPA weekly e-news and sponsor feature in one edition (sent to 1,500 recipients)

MEMBERSHIP BENEFITS

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 Brief company description included on sponsor page of WRPA website (75 word max, copy provided by sponsor)
 Logo recognition in all WRPA weekly e-news and sponsor feature in one edition (sent to 1,500 recipients)
 Opportunity to host an open house at your office or venue of choice. WRPA will promote the event
 Quarterly (4) social media announcements recognizing sponsorship of WRPA

2021 WRPA Sponsorship 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.

2,400 + MEMBERS
23+ COMMERCIAL MEMBERS
63 AGENCIES

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 with and engage throughout the year
- Build strong connections with leaders and decision makers

**Based on those members who included their job title
## Annual Partnerships Levels at a Glance

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum Partner $16,000 (Exclusive)</th>
<th>Gold Partner $8,500 (5 Available)</th>
<th>Silver Partner $4,500 (5 Available)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WRPA WEBSITE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner Webpage Recognition</td>
<td>Prominent Linked Logo</td>
<td>Linked Logo</td>
<td>Linked Logo</td>
</tr>
<tr>
<td>Event Postings on WRPA Calendar</td>
<td>2 Postings</td>
<td>1 Post</td>
<td></td>
</tr>
<tr>
<td>Company Description (100 word max)</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Branded Banner on WRPA Homepage</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WRPA EMAILS &amp; SOCIAL</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in WRPA Emails</td>
<td>Prominent Linked Logo</td>
<td>Linked Logo</td>
<td>Linked Name</td>
</tr>
<tr>
<td>Social Media Shout Out (Facebook &amp; Twitter)</td>
<td>4 Posts</td>
<td>2 Posts</td>
<td>1 Post</td>
</tr>
<tr>
<td><strong>WRPA CONFERENCE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Event Registration(s) to Conference</td>
<td>4 Registrations</td>
<td>2 Registrations</td>
<td>1 Registration</td>
</tr>
<tr>
<td>Complimentary Exhibit Opportunity at Conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad in Conference Welcome Email (Due Monday, March 1, 2021)</td>
<td>Large Ad (400px X 400px)</td>
<td>Medium Ad (400px X 250px)</td>
<td>Small Ad (400px X 150px)</td>
</tr>
<tr>
<td>Logo Posted on All Applicable Conference Promotional Materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promotional Address at Opening Keynote</td>
<td>2-3 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PROGRAM BENEFITS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registration(s) to all WRPA Training Programs</td>
<td>2 Registrations</td>
<td>1 Registration</td>
<td></td>
</tr>
<tr>
<td>Chance to Address Attendees at all Applicable Programs</td>
<td>2-3 Minutes</td>
<td>1-2 Minutes</td>
<td></td>
</tr>
<tr>
<td>Chance to Exhibit Opportunity at all Applicable Programs</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>ADDITIONAL BENEFITS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary WRPA Commercial Membership ($500 Value)</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity to Partner with WRPA and Host an Open House</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WRPA Membership App Sponsorship</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WRPA Commercial Membership

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 a platinum and silver sponsorship, but can be added to other sponsorship or exhibit opportunities. A full list of benefits can be found below.

- Company employee profiles with contact information and company description in vendor directory
- 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

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: $5,000

Become the WRPA Conference & Tradeshow title sponsor. You will receive prominent logo recognition on all conference promotional materials including 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 a sponsor
- Prominent exhibit space
- Large ad (400px X 400px) in the conference welcome email
- Prominent logo recognition in printed program
- 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
The WRPA Annual Conference & Tradeshow is two and a half day networking and education event that welcomes between 400 and 450 recreation and park professionals, sponsors, exhibitors, and speakers each year. The Conference traditionally offers more than 40 educational sessions, four to six networking/socials, events, student activities, and more.

### 2021 Conference Sponsorship Opportunities:

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Sponsor</td>
<td>$750</td>
<td>(Eight Available)</td>
</tr>
<tr>
<td>Opening Keynote Sponsor</td>
<td>$1,250</td>
<td>(One Available)</td>
</tr>
<tr>
<td>Closing Keynote Sponsor</td>
<td>$1,250</td>
<td>(One Available)</td>
</tr>
<tr>
<td>Awards Reception Sponsor</td>
<td>$1,500</td>
<td>(One Available)</td>
</tr>
<tr>
<td>Networking Lunch Sponsor</td>
<td>$1,500</td>
<td>(Two Available)</td>
</tr>
<tr>
<td>Wednesday Social Sponsor</td>
<td>$2,000</td>
<td>(One Available)</td>
</tr>
<tr>
<td>Thursday Social Sponsor</td>
<td>$2,000</td>
<td>(One Available)</td>
</tr>
<tr>
<td>Awards Reception Sponsor</td>
<td>$2,500</td>
<td>(One Available)</td>
</tr>
<tr>
<td>All Event Breaks Sponsor</td>
<td>$2,500</td>
<td>(Two Available)</td>
</tr>
<tr>
<td>Branded Materials Sponsor</td>
<td>$2,500</td>
<td>(One Available)</td>
</tr>
</tbody>
</table>

**Included with All Sponsorships:**

- One (1) complimentary conference registration with nametag identification as sponsor
- Linked logo recognition on conference website
- 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

### Conference Digital Advertising:

Put your products in front of attendees by purchasing an email ad spot in our Conference Welcome Email. PNG files due on March 1, 2020.

- **Large** $650 (400px X 400px)
- **Medium** $400 (400px X 250px)
- **Small** $250 (400px X 150px)
WRPA Annual Conference Exhibit In-Person

Booth Space & Price:

<table>
<thead>
<tr>
<th>EXHIBITOR BOOTH SPACE</th>
<th>AGENCY &amp; COMMERCIAL MEMBERS*</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Booth</td>
<td>$1,100.00</td>
<td>$1,600.00</td>
</tr>
<tr>
<td>10’ x 20’ Booth</td>
<td>$2,000.00</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>20’ x 20’ Booth</td>
<td>$3,500.00</td>
<td>$4,000.00</td>
</tr>
</tbody>
</table>

EXHIBITOR BENEFITS

- 10 x 10 exhibit space includes 8 foot dressed table, two chairs, pipe and drape, identification sign
- Two (2) complimentary conference registrations with nametag identification as exhibitor (includes full access to conference sessions and meals)
- Linked company name and hyperlink on conference website
- Company name listed on conference signage and on screen during general sessions
- Company name and contact information listed in conference app
- Access to attendee roster post event

*Become a WRPA Commercial Member: $500

ANNUAL MEMBER BENEFITS

Want to further enhance your visibility and benefits? Consider becoming a Commercial Member.

- Company employee profiles with contact information and company description in vendor directory
- Complimentary WRPA Job Board postings
- 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
WRPA Annual Conference
Exhibit Virtually

Virtual Exhibiting:

<table>
<thead>
<tr>
<th>OPTIONS</th>
<th>AGENCY &amp; COMMERCIAL MEMBERS*</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Exhibit Booth</td>
<td>$900.00</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>Featured Placement</td>
<td>+$100.00</td>
<td>+$100.00</td>
</tr>
<tr>
<td>Add-On Promotional Video</td>
<td>+$200.00</td>
<td>+$200.00</td>
</tr>
<tr>
<td>Add-On Video Chat</td>
<td>+$300.00</td>
<td>+$300.00</td>
</tr>
</tbody>
</table>

VIRTUAL EXHIBIT BOOTH PROFILE INCLUDES

- Linked Company Logo
- Company Description (150 words max)
- Company Contact Information
- Company Social Media Links
- One downloadable brochure/flyer in PDF format

EXHIBITOR BENEFITS

- Two (2) complimentary conference registrations
- Linked company name and hyperlink on conference website
- Company name listed in conference general session powerpoint
- Access to attendee roster post event

*Become a WRPA Commercial Member: $500

ANNUAL MEMBER BENEFITS

Want to further enhance your visibility and benefits? Consider becoming a Commercial Member.

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- Complimentary WRPA Job Board postings
- 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
WRPA Training Program Sponsorships

Training Program Sponsorships: $500 - $2,000

Due to the ever-changing state of regulations surrounding COVID-19, WRPA will be releasing additional information about training program sponsorships in early 2021. If you are interested in creating a custom opportunity for one of these events please email the WRPA Office at wrpa@wrpatoday.org.

CERTIFIED PLAYGROUND SAFETY INSPECTOR COURSE & EXAM (CPSI)

- This event is held twice a year in the Spring & Fall
- The Certified Playground Safety Inspector (CPSI) program offers the most comprehensive training on playground safety as well as provides certification for playground safety inspectors. WRPA partners with the National Recreation and Park Association (NRPA) to provide two trainings per year in Washington State.

WRPA FALL SUMMIT

- This event is held in October
- Traditionally, Fall Summit is held as a one-day event providing high-quality training and education that focuses on the professional development helping park and recreation professionals become stronger leaders.

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 WEBINARS

- Live webinars are held throughout the year
- WRPA just started providing live webinar trainings in 2020. These online presentations offer members and non-members the change to learn in their office or on the go anywhere in Washington State.