



# IAPD/IPRA SOARING to NEW HEIGHTS

## 2016 Sponsorship Opportunities

January 28-30, 2016 | Hyatt Regency - Chicago

**2800+** Park and Recreation  
Professionals in Attendance!

**850+**

Commissioners  
& Elected  
Officials in  
Attendance

**350+**

Booths in  
the Exhibit Hall

**275+**

Exhibiting  
Companies

**150+**

Educational  
Sessions  
& Workshops

**IAPD**  
Illinois Association of Park Districts

ILLINOIS  
**ipra**  
PARK & RECREATION ASSOCIATION

# DIAMOND SPONSOR \$6,000

(Exclusive)

Gain marquee attention by proudly displaying your logo on the attendee giveaway along with the conference logo. This highly visible sponsorship continues well after the conference is over with this take-home item.

**This is an exclusive opportunity for one company.** The diamond sponsorship includes:

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- Logo displayed on 3,000 attendee giveaways.
- Acknowledgment on signage throughout the hotel at the event, Soaring to New Heights Conference website (with link to your website), a full-page ad in the preliminary program and final conference program.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Acknowledgment in the Exhibitor Directory.
- Recognition on elevator plasma screens, in-room television channel and digital displays throughout the hotel.
- Receipt of attendee registration list at the conclusion of the conference.
- Distribution of 3,000 agreed-upon items company supplies for inclusion in the attendee giveaway. Items may include promotional brochures or other marketing material promoting your products and services.
- Recognition as a diamond sponsor at the All-Conference Awards Luncheon, which is attended by more than 1,500 delegates and legislators.
- Recognition at the Conference Keynote Session.
- Recognition at the Closing Social and six admission tickets to the event.

**Sold to Cunningham Recreation / Gametime**





# TITANIUM SPONSOR

(5 available)

# \$5,000

Don't miss this opportunity to showcase your company, build your brand and maximize your exposure to conference attendees. Your titanium sponsorship includes:

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- Acknowledgment on signage throughout the hotel at the event, Soaring to New Heights Conference website (with link to your website), a full-page ad in the preliminary program and final conference program.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Acknowledgment in the Exhibitor Directory.
- Recognition on elevator plasma screens, in-room television channel and digital displays throughout the hotel.
- Receipt of attendee registration list at the conclusion of the conference.
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- Recognition as a titanium sponsor at the All-Conference Awards Luncheon, which is attended by more than 1,500 delegates and legislators.
- Recognition at the Conference Keynote Session.
- Recognition at the Closing Social and six admission tickets to the event.





# PLATINUM SPONSOR \$4,000

(Choose Badge Holder or Socials)

## BADGE HOLDER (Exclusive)

Every attendee will be wearing your brand when your company logo is prominently displayed on 3,000 conference badge holders.

**This is an exclusive opportunity for one company.** The platinum sponsorship includes:

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- Acknowledgment on signage throughout the hotel at the event, Soaring to New Heights Conference website (with link to your website), a full-page ad in the preliminary program and final conference program.
- Distribution of 3,000 agreed-upon items your company supplies for inclusion in the attendee giveaway. Items may include promotional brochures or other marketing material promoting your products or services.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Receipt of attendee registration list at the conclusion of the conference.
- Acknowledgment in the Exhibitor Directory.

**Sold to Upland Design, Ltd.**



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## SOCIALS (3 available)

Sponsor the Welcome and Closing Socials. Present your company and your brand to the park and recreation community and take advantage of this opportunity to give our attendees two unforgettable events.

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- Acknowledgment on signage throughout the hotel and at the event, Soaring to New Heights Conference website (with link to your website), a full-page ad in the preliminary program and final conference program.
- Opportunity to distribute giveaways to event attendees at the Welcome Social (subject to approval, cost of giveaways paid by sponsoring company).
- Recognition at the Closing Social with your company name and logo displayed on signage at the event and four tickets to the event.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.



# GOLD SPONSOR

(Choose Conference App or Stairway Cling)

# \$3,000

## CONFERENCE APP (4 available)

Did you know the average person looks at their phone every six minutes? Or, that the average conference app user accesses the app at least 12 times a day? How about that 95% of text messages are read within two minutes? Technology has made staying connected and keeping track of calendars even easier - that's why sponsoring the conference app just makes sense. Your app sponsorship includes:

- An interactive sponsor banner ad within the app.
- Recognition in text messages.
- Receipt of a post conference analytical report.
- Acknowledgement on signage throughout the hotel at the event, Soaring to New Heights website (with a link to your website) a full-page ad in the preliminary program and final conference program.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Acknowledgement in the Exhibitor Directory.
- Recognition on elevator plasma screens, in-room television channel and digital displays throughout the hotel.



## STAIRWAY CLING (2 available)

Leave a lasting impression with this high profile branding opportunity that has "legs." Cover the facades of one section of 16 steps or choose all 32 steps with your impactful message. Your brand and message will cover the stairway that gives access from the street level to the hotel front desk. Images can repeat or be designed to present one continuous graphic. **Cost is \$3,000 per section.** Price includes production and installation.



# SILVER SPONSOR

(Choose Escalator Cling or Duratran)

# \$2,500

## Escalator Cling (4 available)

Catch the attention of attendees as they make their way through the hotel to the exhibit hall. Escalator clings will be strategically positioned in four locations\* to promote your brand with your company logo and booth number.

### Clings will be located in the following locations:

1. Hotel front desk to street level
2. Street level to sales level
3. Sales level to east tower garage
4. Columbus Hallway to Exhibit Hall

*\*Up to four sponsoring company logos may be displayed on each escalator rail.*



## Duratran (6 available)

Located in the concourse tunnel between the east and west towers, these back-lit duratrans provide maximum exposure in a high-traffic area.

1 for \$2,500                      4 for \$5,000

2 for \$3,000                      5 for \$6,000

3 for \$4,000                      6 for \$6,500

# IMPORTANT DATES

August 3, 2015	Deadline for ad in the Preliminary Program
December 7, 2015	Deadline for ad in the Final Program
December 11, 2015	Receive Early Bird Registration List
January 8, 2016	Conference Attendee Giveaway Stuffers to IPRA
January 19, 2016	Receive Pre-Registration List
January 28-30, 2016	IAPD/IPRA Soaring to New Heights Conference
February 5, 2016	Receive Final Registration List



# OTHER OPPORTUNITIES

## Booth & Stuffer

Enjoy one (1) 8'X10' booth (up to 100 lbs.) with a table and supply 3,000 agreed-upon items for inclusion in the conference giveaway that all attendees receive at registration. Items may include promotional brochures or other marketing materials promoting your products and services. **Cost is \$2,000.**

## Column Wrap (5 available)

Display your message on one or all five columns in the Grand/Columbus foyers. These columns are prominent, and can be seen throughout the registration area. This sponsorship will give you the opportunity to increase your presence by wrapping your brand/message around the top of the columns for all to see. **Cost is \$2,000 per column.**



## Ballroom Lightbox (2 available)

Capture the attention of all attendees who enter or exit the ballroom through the Grand foyer. Display your company name, logo and booth number and drive traffic to your exhibit! **Cost is \$1,000 per lightbox.**

## Exhibit Hall Aisle Sign (9 available)

Soar above your competition by sponsoring an overhead aisle sign. Each aisle is an exclusive opportunity for a single company to promote your company logo and booth number(s). **Cost is \$500 per aisle. Price includes two signs.**

## Registration Lists

Stay connected with attendees both pre-and post-conference. These lists can be used as a resourceful marketing tool by sending out information prior to and after the conference.

Early Bird Registration List	\$250	(as of 12/7/15, will receive by 12/11/15)
Pre-Registration List	\$300	(as of 1/18/16, will receive by 1/19/16)
Final Registration List	\$350	(will receive by 2/5/16)



# 2016 IAPD/IPRA SOARING TO NEW HEIGHTS CONFERENCE SPONSORSHIP ORDER FORM

Company Name \_\_\_\_\_

Authorizing Name \_\_\_\_\_ Signature \_\_\_\_\_

Company Contact \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_ Booth Number(s) \_\_\_\_\_

**Check all sponsorships you wish to purchase:**

- Diamond Sponsor** SOLD
- Titanium Sponsor** \$5,000
- Platinum Sponsor**
  - Badge Holder SOLD
  - Socials \$4,000 each  
Quantity (up to 3) \_\_\_\_\_
- Gold Sponsor**
  - Conference App \$3,000 each  
Quantity (up to 4) \_\_\_\_\_
  - Stairway Cling \$3,000 each  
Quantity (up to 2) \_\_\_\_\_
- Silver Sponsor**
  - Escalator Cling \$2,500 each  
Quantity (up to 4) \_\_\_\_\_
  - Duratran
    - 1 Duratran \$2,500
    - 2 Duratrans \$3,000
    - 3 Duratrans \$4,000
    - 4 Duratrans \$5,000
    - 5 Duratrans \$6,000
    - 6 Duratrans \$6,500
- Other Opportunities**
  - Booth & Stuffer \$2,000
  - Column Wrap \$2,000 each  
Quantity (up to 5) \_\_\_\_\_
  - Ballroom Lightbox \$1,000 each  
Quantity (up to 2) \_\_\_\_\_
  - Exhibit Hall Aisle Sign \$500 each  
Quantity (up to 9) \_\_\_\_\_
  - Final Registration List \$350
  - Pre-Registration List \$300
  - Early Bird Registration List \$250

**Total Sponsorship(s)** \$ \_\_\_\_\_

**PAYMENT INFORMATION**

- My check for \$ \_\_\_\_\_ is enclosed
- Please charge my credit card \$ \_\_\_\_\_
  - Visa  MasterCard

Cardholder \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Security Code (3 digit number on back) \_\_\_\_\_

Signature \_\_\_\_\_

Billing Zip Code \_\_\_\_\_

**SPONSORSHIP POLICIES**

Sponsorship opportunities are limited and will be awarded on a first paid basis. Unless otherwise provided herein, all listed sponsorship benefits will be met to the extent that payment is received in sufficient time to meet printing, promotion and other deadlines. Otherwise, sponsorship benefits are not guaranteed and will only be met to the best of the ability of IAPD/IPRA. IAPD/IPRA reserves the right to postpone and reschedule the conference due to inclement weather or for any other reason within their sole discretion and to provide sponsorship benefits at that time. In the unlikely event that the conference is cancelled, the sponsor will only be entitled to reimbursement to the extent that IAPD/IPRA receives payment for such sponsorship pursuant to an event cancellation insurance policy, if any. IAPD/IPRA reserves the right to accept or reject all sponsorship offers within their sole discretion.

**QUESTIONS, ORDER FORM  
AND PAYMENT**

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