



IAPD/IPRA
SOARING to
NEW HEIGHTS

2017 SPONSORSHIP OPPORTUNITIES

January 19-20, 2017 | Hilton Chicago
720 South Michigan Avenue, Chicago, IL 60605

IAPD
Illinois Association of Park Districts

ILLINOIS
ipra
PARK & RECREATION ASSOCIATION

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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.

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 and on the conference app.
- 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.

2017 Diamond Sponsor



TITANIUM SPONSOR

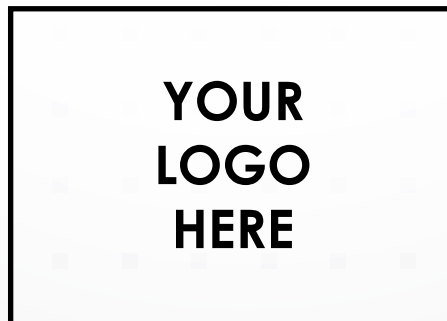
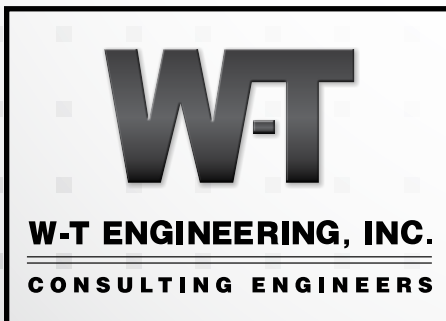
(3 opportunities)

\$5,000

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

- One (1) 8'X10' booth (up to 100 lbs) with a table.
- One (1) elevator graphic (24"X46") located on the exhibit hall level. **New benefit!**
- 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 and on the conference app.
- 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 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.

2017 Titanium Sponsor



PLATINUM SPONSOR \$4,000

(Choose Badge Holder, Conference App with WiFi Login 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.

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 *Illinois Parks & Recreation* magazine.
- Receipt of attendee registration list at the conclusion of the conference.
- Acknowledgment in the Exhibitor Directory and on the conference app.

2017 Badge Holder Sponsor



CONFERENCE APP with WIFI LOGIN (Exclusive)

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.
- One (1) elevator graphic (24" x 46") located on the exhibit hall level.

New benefit!

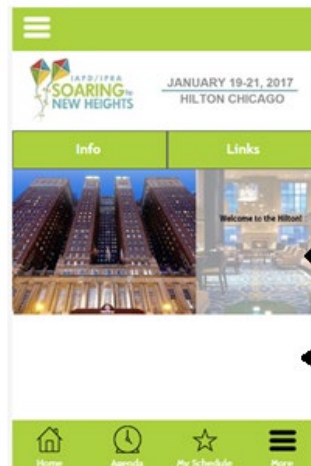


Image area that rotates. Can have sponsor logo or "ad" here.

This area will include a welcome message and/or the Twitter feed

- 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 and on the conference app.
- Recognition on elevator plasma screens, in-room television channel and digital displays throughout the hotel.

SOCIALS (3 opportunities)

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.
- Acknowledgment in the Exhibitor Directory and on the conference app.

2017 Socials Sponsors



GOLD SPONSOR

\$3,000

(Choose Banner Cut Out with Elevator Graphic Or Escalator Glass Cling with Elevator Graphic)

BANNER CUT OUT WITH ELEVATOR GRAPHIC (2 available)

Your company's overhead foyer banner will hang proudly in the Clock Tower lobby giving you maximum exposure to everyone walking through this main hotel entrance, as well as the high traffic area on the second floor that accesses the Grand Ballroom and meeting rooms. Banners are double-sided up to 71 inches wide by 162 inches high. This sponsorship also includes an elevator graphic (46 inches wide x 24 inches high) located on one (1) elevator door on the lower level.

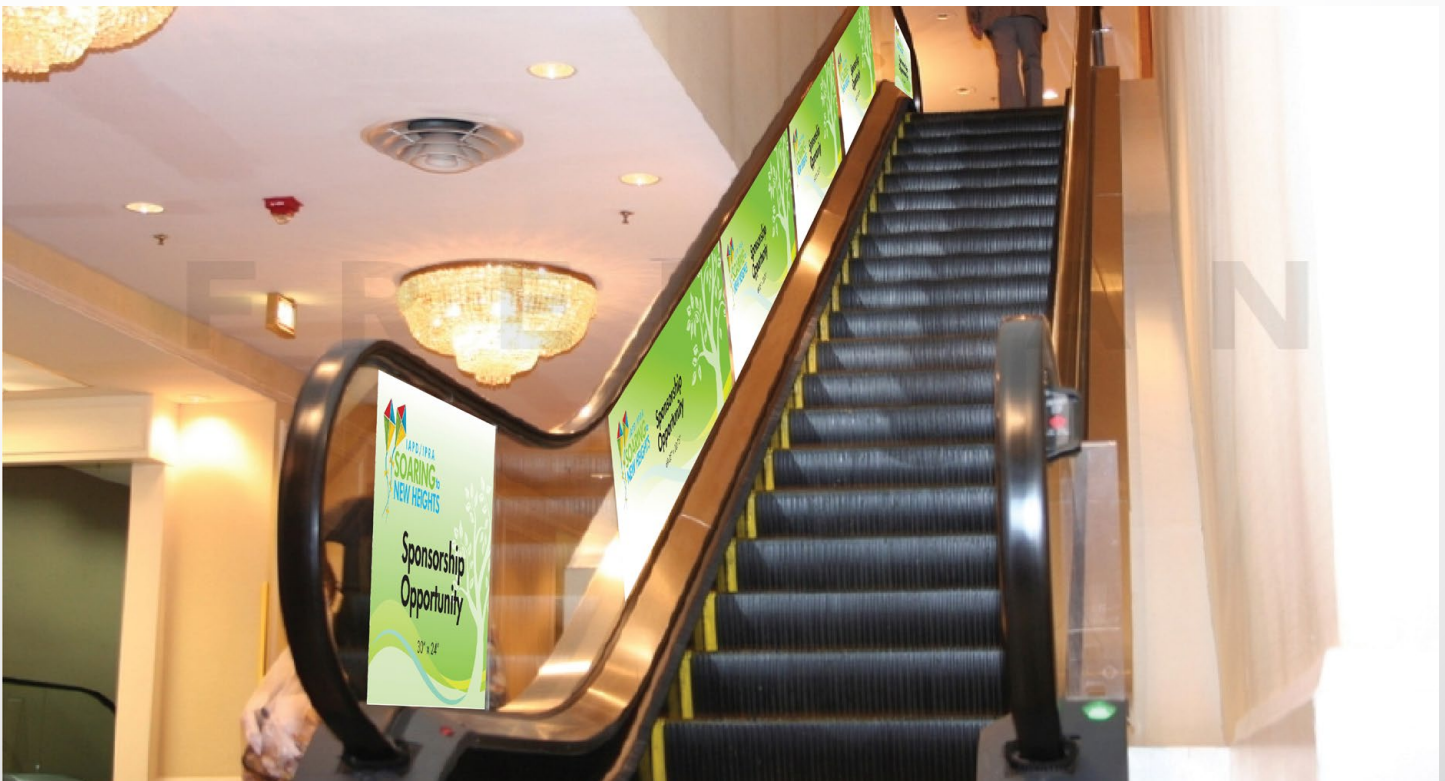
ESCALATOR GLASS CLING WITH ELEVATOR GRAPHIC (8 available)

Catch the attention of conference attendees as they make their way through the hotel. Escalator window clings will help promote your brand with your company logo, marketing message and booth number. This sponsorship also includes an elevator graphic (46 inches wide x 24 inches high) located on one (1) elevator door on the lower level.

Escalator Glass clings will be located at the following locations (each location has two panels on each side - choose one side)*:

1. 8th Street Lobby to the Exhibit Hall
2. Exhibit Hall to the 8th Street Lobby
3. 8th Street Lobby to the International Ballroom
4. International Ballroom to the 8th Street Lobby

*Companies will choose their sponsorship location on a **first-paid basis**.



SILVER SPONSOR

\$2,000

(Choose Gobo with Elevator Graphic, Stairway Cling Or Column Wrap)

GOBO WITH ELEVATOR GRAPHIC (2 available)

Light up your image by projecting your company's logo on a wall in the Clock Tower lobby with a gobo. This sponsorship also includes an elevator graphic (46 inches wide x 24 inches high) located on one (1) elevator door on the lower level.



STAIRWAY CLING (2 available)

Leave a lasting impression with this high profile branding opportunity that has "legs." Your brand and message will cover the facades of one set of stair risers in the Clock Tower lobby.



COLUMN WRAP (4 available)

Display your message on these columns that are prominent, and can be seen throughout the hotel registration area. This sponsorship will give you the opportunity to increase your presence by wrapping your brand / message around the columns for all attendees to see.



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.

OTHER OPPORTUNITIES

ELEVATOR GRAPHIC-FULL DOOR - \$1,500 PER ELEVATOR

Capture the attention of conference attendees with your company's graphic on an elevator door. Choose main level or lower level. Size of graphic is 46" wide by 77" high.

EXHIBIT HALL AISLE SIGN - \$300 PER AISLE

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. 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 12/5/16, will receive by 12/9/16)
Pre-Registration List	\$300	(as of 1/9/17, will receive by 1/10/17)
Final Registration List	\$350	(will receive by 1/27/17)

*The database will include the first name, last name, title, agency, and mailing address. Some attendee email addresses may be provided. Attendees will be asked to opt in when registering for the conference to receive email marketing.

IMPORTANT DATES

August 22, 2016	Deadline for ad in the Preliminary Program
December 5, 2016	Deadline for ad in the Final Program
December 9, 2016	Receive Early Bird Registration List
January 6, 2017	Conference Attendee Giveaway Stuffers to IPRA
January 10, 2017	Receive Pre-Registration List
January 19-21, 2017	IAPD/IPRA Soaring to New Heights Conference
January 27, 2017	Receive Final Registration List

2017 IAPD/IPRA SOARING TO NEW HEIGHTS CONFERENCE SPONSORSHIP ORDER FORM

Company Name _____

Authorizing Name _____ Signature _____

Company Contact _____ Phone _____

Mailing Address _____

Email Address _____ Booth Number _____

Check all sponsorships you wish to purchase:

- Diamond Sponsor** SOLD
- Titanium Sponsor** \$5,000
- Platinum Sponsor**
 - Badge Holder SOLD
 - Conference App SOLD
 - Socials \$4,000
- Gold Sponsor**
 - Banner Cut-Out & Elevator Graphic \$3,000
 - Escalator Cling & Elevator Graphic \$3,000
- Silver Sponsor**
 - Gobo & Elevator Graphic \$2,000
 - Stairway Cling \$2,000
 - Column Wrap \$2,000
 - Booth & Stuffer \$2,000
- Other Opportunities**
 - Elevator Graphic-Full Door \$1,500
 - Exhibit Hall Aisle Sign \$300
- Registration Lists**
 - Early Bird Registration List \$250
 - Pre-Registration List \$300
 - Final Registration List \$350

Total Sponsorship(s) \$ _____

PAYMENT INFORMATION

- Check # _____
- 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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