



# WPRA

WISCONSIN PARK AND RECREATION ASSOCIATION

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SO EVERYONE CAN PLAY

[www.wpraweb.org](http://www.wpraweb.org)

# 2020 SPONSORSHIP OPPORTUNITIES

# Sponsorship: Which level is right for you?

Does your company want to reach more buyers and influencers in the Wisconsin Park and Recreation Association, and at the same time feel good about the support you provide to enable WPRA to achieve its mission? **Now you have this opportunity to show your support by investing in the new Sponsorship Program!**

WPRA now offers a variety of ways for your company to have constant exposure to members throughout the year. In this new Sponsorship Program you'll reach over a thousand professionals among hundreds of Wisconsin agencies.

This mutually beneficial program is constructed to offer the largest, most exclusive offers to the companies supporting at the highest levels. Yet still, at the bronze level, a commitment of \$2,500, your company will save over 30% annually while giving you exclusive access to members not available outside of this program. Commercial membership, a booth at the trade show and advertising in the IMPACT Magazine, PRMonthly and Annual Membership Directory is included at every level of sponsorship.

	TITLE	PLATINUM	GOLD	SILVER	BRONZE
Main Sponsor	EXCLUSIVE				
Membership	Yes	Yes	Yes	Yes	Yes
Web link & logo	Main	Large	Medium	Small	Name
Facebook	3x/yr	2x/yr	1x/yr		
Email Blast	2x/yr	1x/yr			
IMPACT Magazine	4x/yr back cvr	4x/yr full pg	2x/yr full pg	2x/yr half pg	1x/yr half pg
PRMonthly	\$6,500	\$4,000	\$3,250	\$2,500	\$1,000
Directory	Back cvr	Inside cvr	Full pg	Half pg	Qtr pg
Conference Registration Ad	Full pg	Full pg	Half pg		
Conference Tradeshow Ad	Full pg	Full pg	Half pg		
Complimentary Registrations	10	5	3	1	
Tradeshow Booth	4 + electric	2 + electric	1 + electric	1 + electric	1 + electric
Conference Sponsorship	7500	3250	2500	1500	500
Other Event Sponsorship	2000	500			

**Review the grid to for a summary, and the rest of this brochure for more details.**

**Please contact the office to sign up in 2020 or call and we'll be happy to help identify which level is right for your company to have optimal exposure to the members of WPRA.**

## \$20,000 Title Sponsorship

ONLY ONE (1) AVAILABLE - Commit by June 30th to secure Title Sponsorship, call for availability

**VALUE: \$38,425 YOU SAVE: \$18,425**

ITEMS INCLUDED IN TITLE SPONSORSHIP		VALUE
<b>MEMBERSHIP</b>		
<ul style="list-style-type: none"> <li>Commercial Membership (\$475, 1x/yr) Jan. 1 - Dec. 31</li> <li>Subscription to IMPACT Magazine (Up to 20 copies) <i>Physical copy received by mail</i></li> </ul>	<ul style="list-style-type: none"> <li>Sponsorship recognition on dues renewal messaging (\$5,000.00, 1x/yr)</li> </ul>	<b>\$5,475</b>
<b>ONLINE PRESENCE</b>		
<ul style="list-style-type: none"> <li>Posted on sponsor page (large logo &amp; link, yr round) <i>Link location identified by sponsor</i></li> </ul>	<ul style="list-style-type: none"> <li>Social Media: Facebook Posts/Shares (3x/yr)</li> </ul>	<i>Immeasurable</i>
<b>PUBLICITY</b>		
<ul style="list-style-type: none"> <li>Direct Email Blast to Members (\$5,000, Full, 2x/yr)</li> <li>IMPACT Magazine Ad (\$5,500, back cvr, 4x/yr)</li> <li>PRMonthly Ad Allotment* (\$6,500: see page 6)</li> </ul>	<ul style="list-style-type: none"> <li>Directory Ad (\$650, back cvr, 1x/yr)</li> <li>Conference Registration Booklet Ad (\$650, full pg 1x/yr)</li> <li>Conference Trade Show Booklet Ad (\$650, full pg 1x/yr)</li> </ul>	<b>\$18,950</b>
<b>ANNUAL CONFERENCE</b>		
<ul style="list-style-type: none"> <li>Complimentary Attendee Registrations (\$3,000, 10 Passes)</li> <li>Exhibit Booth (\$1,500, 4 booths + elec included)</li> </ul>	<ul style="list-style-type: none"> <li>Sponsorship Allotment* (\$7,500: see page 5)</li> </ul>	<b>\$12,000</b>
<b>OTHER EDUCATIONAL EVENTS</b>		
<ul style="list-style-type: none"> <li>Sponsorship Allotment* (\$2,000: see page 5)</li> </ul>	*Allotment = spend as desired, based on availability	<b>\$2,000</b>



# \$10,000 Platinum Sponsorship

VALUE: \$18,105 YOU SAVE: \$8,105

ITEMS INCLUDED IN PLATINUM SPONSORSHIP	
MEMBERSHIP	VALUE
<ul style="list-style-type: none"> <li>Commercial Membership (\$475, 1x/yr) Jan. 1 - Dec. 31</li> <li>Subscription to IMPACT Magazine (Up to 10 copies)</li> <li>Physical copy received by mail</li> </ul>	\$475
ONLINE PRESENCE	
<ul style="list-style-type: none"> <li>Posted on sponsor page (large logo &amp; link, yr round)</li> <li>Link location identified by sponsor</li> </ul>	Immeasurable
PUBLICITY	
<ul style="list-style-type: none"> <li>Direct Email Blast to Members (\$1,500, Partial, 1x/yr)</li> <li>IMPACT Magazine Ad (\$4,180, full pg, 4x/yr)</li> <li>PRMonthly Ad Allotment* (\$4,000: see page 6)</li> </ul>	\$11,630
ANNUAL CONFERENCE	
<ul style="list-style-type: none"> <li>Complimentary Attendee Registrations (\$1,500, 5 Passes)</li> <li>Exhibit Booth (\$750, 2 booths + elec included)</li> </ul>	\$5,500
OTHER EDUCATIONAL EVENTS	
<ul style="list-style-type: none"> <li>Sponsorship Allotment* (\$500: see page 5)</li> </ul>	\$500

\*Allotment = spend as desired, based on availability

# \$7,500 Gold Sponsorship

VALUE: \$10,690 YOU SAVE: \$3,190

ITEMS INCLUDED IN GOLD SPONSORSHIP	
MEMBERSHIP	VALUE
<ul style="list-style-type: none"> <li>Commercial Membership (\$475, 1x/yr) Jan. 1 - Dec. 31</li> <li>Physical copy received by mail</li> <li>Subscription to IMPACT Magazine (Up to 7 copies)</li> </ul>	\$475
ONLINE PRESENCE	
<ul style="list-style-type: none"> <li>Posted on sponsor page (medium logo &amp; link, yr round)</li> </ul>	Immeasurable
PUBLICITY	
<ul style="list-style-type: none"> <li>Direct Email Blast to Members (\$1,500, Partial, 1x/yr)</li> <li>IMPACT Magazine Ad (\$2,090, full pg, 2x/yr)</li> <li>PRMonthly Ad Allotment* (\$3,250: see page 6)</li> </ul>	\$6,440
ANNUAL CONFERENCE	
<ul style="list-style-type: none"> <li>Complimentary Attendee Registrations (\$900, 3 Passes)</li> <li>Exhibit Booth (\$375, 1 booth + elec included)</li> </ul>	\$3,775
OTHER EDUCATIONAL EVENTS	
<ul style="list-style-type: none"> <li>Sponsorship Allotment* (n/a)</li> </ul>	\$0

\*Allotment = spend as desired, based on availability

# \$5,000 Silver Sponsorship

VALUE: \$6,900 YOU SAVE: \$1,900

ITEMS INCLUDED IN SILVER SPONSORSHIP	
MEMBERSHIP	VALUE
<ul style="list-style-type: none"> <li>Commercial Membership (\$475, 1x/yr) Jan. 1 - Dec. 31 <i>Physical copy received by mail</i></li> <li>Subscription to IMPACT Magazine (Up to 5 copies)</li> </ul>	\$475
ONLINE PRESENCE	
<ul style="list-style-type: none"> <li>Posted on sponsor page (small logo &amp; link, yr round)</li> <li>Social Media: Facebook Posts/Shares (2x/yr)</li> </ul>	Immeasurable
PUBLICITY	
<ul style="list-style-type: none"> <li>Direct Email Blast to Members (\$1,500, Partial, 1x/yr)</li> <li>IMPACT Magazine Ad (\$1,450, half pg, 2x/yr)</li> <li>PRMonthly Ad Allotment* (\$2,500: see page 6)</li> </ul>	\$4,250
ANNUAL CONFERENCE	
<ul style="list-style-type: none"> <li>Complimentary Attendee Registrations (\$300, 1 Pass)</li> <li>Exhibit Booth (\$375, 1 booth + elec included)</li> </ul>	\$2,175
OTHER EDUCATIONAL EVENTS	
<ul style="list-style-type: none"> <li>Sponsorship Allotment* (n/a)</li> </ul>	\$0

\*Allotment = spend as desired, based on availability

# \$2,500 Bronze Sponsorship

VALUE: \$3,285 YOU SAVE: \$785

ITEMS INCLUDED IN BRONZE SPONSORSHIP	
MEMBERSHIP	VALUE
<ul style="list-style-type: none"> <li>Commercial Membership (\$475, 1x/yr) Jan. 1 - Dec. 31 <i>Physical copy received by mail</i></li> <li>Subscription to IMPACT Magazine (Up to 2 copies)</li> </ul>	\$475
ONLINE PRESENCE	
<ul style="list-style-type: none"> <li>Posted on sponsor page (company name &amp; link, yr round)</li> <li>Social Media: Facebook Posts/Shares (2x/yr)</li> </ul>	Immeasurable
PUBLICITY	
<ul style="list-style-type: none"> <li>Direct Email Blast to Members (\$1,500, Partial, 1x/yr)</li> <li>IMPACT Magazine Ad (\$725, half pg, 1x/yr)</li> <li>PRMonthly Ad Allocation* (\$1,000: see page 6)</li> </ul>	\$1,935
ANNUAL CONFERENCE	
<ul style="list-style-type: none"> <li>Complimentary Attendee Registrations (\$300, 1 Pass)</li> <li>Exhibit Booth (\$375, 1 booth + elec included)</li> </ul>	\$875
OTHER EDUCATIONAL EVENTS	
<ul style="list-style-type: none"> <li>Sponsorship Allotment* (n/a)</li> </ul>	\$0

\*Allotment = spend as desired, based on availability

# Add-On Sponsorship Opportunities

## Annual Conference Sponsorships

*\*Sponsors may add \$ to packages above to achieve specific sponsors, or contribute sponsorships separately.*

SPONSORSHIP TYPE	You Pay	Quantity Available	Notes
Keynote Speaker	\$5,000	1	Towards speaker honorarium and session expenses
Endnote Speaker	\$3,000	1	
Educational Breakout	\$500	27	
Evening Networking Event (Tue; Wed; Th)	\$3,250	9 (3 each)	Towards event expenses including a/v; food/bev; supplies, etc.
Awards Banquet	\$5,000	1	
Awards Reception	\$2,500	1	
Tradeshow Reception	\$2,500	1	
Late-Night Nourishment	\$2,500	1	
Refreshment Break (partial sponsor)	\$500	unlimited	
Photographer	\$2,500	1	Estimated value, or could be exchanged in-kind.
Conference Favor	\$5,000	1	
Tote Bags	\$2,500	1	
Lanyards	\$3,000	1	
Name Badges	\$3,000	1	
Tickets	\$1,500	1	

## Additional Educational Sponsorships

*\*Sponsors may add \$ to packages above to achieve specific sponsors, or contribute sponsorships separately.*

SPONSORSHIP TYPE	You Pay	Quantity Available	Notes
Leadership Academy	\$500-\$2,500	Various	Dependent on speaker honorarium; session expenses; and/or specific event related items identified during planning. (e.g.: transportation, food/bev, printed materials/supplies, etc.) Only available in years when these events are scheduled.
Spring Workshop	\$500-\$2,500	Various	
Aquatic Technician Workshops	\$500-\$2,500	Various	
Aquatic Seminars	\$500-\$2,500	Various	
Playground Workshops (Regional)	\$500-\$2,500	Various	
Office Support Workshop	\$500-\$2,500	Various	
Regional Meetings	\$500-\$2,500	Various	
Summer Park Tours (Regional)	\$500-\$2,500	Various	

*All sponsorships are on a first-come, first-served basis, with first right of refusal granted to the previous year's sponsor.*

*Title Sponsorship commitment required by June 30th for following year.*



# Publication Advertising Rates

## IMPACT Magazine Advertising Rates

SIZE	1x/yr.	4x/yr.
Covers	\$1,600	\$1,375
Full Page	\$1,215	\$1,045
1/2 Page	\$725	\$625
1/3 Page	\$630	\$545
1/4 Page	\$515	\$440
1/6 Page	\$440	\$380



## PRMonthly Electronic Newsletter Advertising Rates

*All include link to advertiser website.*

SIZE	1x	Multiple (ea.)
Full Banner	\$1,200	\$900
Half Banner	\$800	\$600
Logo Only	\$400	\$300



### WI Park & Recreation Association Launches New Website

WPRP has been developing this great new tool to keep membership better informed and connected. With social networking support, simple tools for staying in touch, space for sharing documents and photos, resources to support committees, a calendar of events and more we can all stay better aware and more engaged with WPRP activities.

[www.wprweb.org](http://www.wprweb.org)

# Sponsorship Commitment Form

Thank you for your commitment to supporting the mission of the Wisconsin Park and Recreation Association through your contribution.

Please complete the details on this form to customize your promotional opportunities for 2020 and return to the WPRA office:

WPRA: 6737 W Washington St, Ste 4210, Milwaukee, WI 53214 • office@wpraweb.org • www.wpraweb.org • Questions? 414-423-1210.

## SPONSOR INFORMATION

Company/Entity Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Toll-free: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

<b>Billing Contact</b>	Name	Phone	Email
<b>Advertising Contact</b> <input type="checkbox"/> same as above	Name	Phone	Email
<b>Events Contact</b> <input type="checkbox"/> same as above	Name	Phone	Email
<b>Social Media Contact</b> <input type="checkbox"/> same as above	Name	Phone	Email

## SPONSORSHIP PACKAGE

See sponsorship pages (2-4) for more details.

- ☐ **Title Sponsorship** (\$20,000)
- ☐ **Platinum Sponsorship** (\$10,000)
- ☐ **Gold Sponsorship** (\$7,500)
- ☐ **Silver Sponsorship** (\$5,000)
- ☐ **Bronze Sponsorship** (\$2,500)

## ADD-ON OPPORTUNITIES

See Add-On page (5) for more details.

**Please list desired Add-on Opportunities below.**

1. \_\_\_\_\_ \$ \_\_\_\_\_  
Opportunity Type Pricing
2. \_\_\_\_\_ \$ \_\_\_\_\_  
Opportunity Type Pricing
3. \_\_\_\_\_ \$ \_\_\_\_\_  
Opportunity Type Pricing

Additional Add-On Opportunities can be processed by contacting the WPRA Office:  
Email: office@wpraweb.org -or- Phone: 414-423-1210.

## PUBLICATION OPPORTUNITIES

See Publication page (6) for more details.

**Please list Add-on or Increased Amounts.**

1. \_\_\_\_\_ \$ \_\_\_\_\_  
Opportunity Type Pricing
2. \_\_\_\_\_ \$ \_\_\_\_\_  
Opportunity Type Pricing
3. \_\_\_\_\_ \$ \_\_\_\_\_  
Opportunity Type Pricing
4. \_\_\_\_\_ \$ \_\_\_\_\_  
Opportunity Type Pricing

Additional Publication Opportunities can be processed by contacting the WPRA Office: Email: office@wpraweb.org -or- Phone: 414-423-1210.

## PAYMENT INFORMATION

### Payment Intervals

Payment in full is requested upon submission of Commitment form, but additional options are available:

**Please select:**

- ☐ Payment in full upon submission

**-or- Invoice me:**

- ☐ Biannually (Jan & Jun)

- ☐ Quarterly (Jan/Apr/Jul/Oct)

Total Sponsorship Amount

\$

- ☐ Monthly

- ☐ Other \_\_\_\_\_

### Payment Method

**Please select:**

- ☐ Check mailed to:

WPRA, 6737 W Washington St, Ste 4210, Milwaukee, WI 53214

- ☐ Credit card:

Cardholder name: \_\_\_\_\_

Card number: \_\_\_\_\_

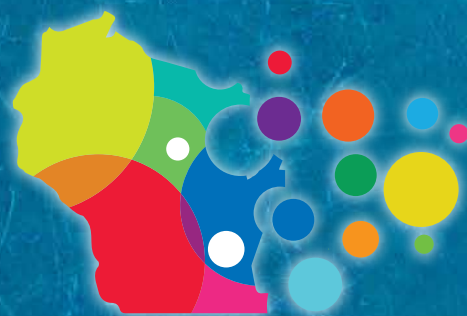
Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Receipt e-mailed to: \_\_\_\_\_





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