



WPRRA

WISCONSIN PARK AND RECREATION ASSOCIATION

SO EVERYONE CAN PLAY

www.wpraweb.org

2022

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 25% 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 Membership Directory is included at every level of sponsorship.

**Review the grid for a summary, and the rest of this brochure for more details.
Please contact the office to sign up in 2022 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.**

	PLATINUM	GOLD	SILVER	BRONZE
	\$10,000	\$7,500	\$5,000	\$2,500
MEMBERSHIP				
Commercial Membership	1	1	1	1
Subscription to IMPACT Magazine	Up to 10 copies	Up to 7 copies	Up to 5 copies	Up to 2 copies
ONLINE PRESENCE				
Posted on sponsor page	Large logo & link	Medium logo & link	Small logo & link	Company name & link
Social Media: Facebook/Twitter Posts/Shares	6x/yr	4x/yr	3x/yr	
Highlight on WPRA Homepage	1 month/yr			
PUBLICITY				
Direct Email Blast to Members	1x/yr			
IMPACT Magazine Ad	Full Page (4x/yr)	Full Page (2x/yr)	Half Page (2x/yr)	Half Page (1x/yr)
PRMonthly Ad	Full Banner (6x/yr)	Full Banner (4x/yr)	Full Banner (2x/yr) + Half Banner (2x/yr)	Half Banner (3x/yr)
Directory Ad	Full Page	Full Page	Half Page	Quarter Page
Conference Registration Booklet Ad	Full page	Half Page		
Conference Trade Show Booklet Ad	Full Page	Half Page	Half Page	
ANNUAL CONFERENCE				
Comp Tickets for Attendees	3	2	1	
Exhibit Booth	4 + elec	2+ elec	1 + elec	1 + elec
Sponsorship Allotment*	\$3,250	\$2,500	\$1,500	\$500

\$10,000 Platinum Sponsorship

VALUE: \$17,905 YOU SAVE: \$7,905

ITEMS INCLUDED IN PLATINUM SPONSORSHIP		VALUE
MEMBERSHIP		
<ul style="list-style-type: none"> Commercial Membership (1x/yr) Jan. 1 - Dec. 31 Subscription to IMPACT Magazine (Up to 10 copies) <i>Physical copy received by mail</i> 	\$475	
ONLINE PRESENCE		
<ul style="list-style-type: none"> Posted on sponsor page (large logo & link, yr round) Social Media: Facebook & Twitter Posts/Shares (6x/yr) Homepage Highlight (1 month/yr) 	\$1,600	
PUBLICITY		
<ul style="list-style-type: none"> Direct Email Blast to Members (1x/yr) IMPACT Magazine Ad (full pg 4x/yr) PRMonthly Ad (full banner 6x/yr) Directory Ad (full pg, 1x/yr) Conference Registration Booklet Ad (full pg 1x/yr) Conference Trade Show Booklet Ad (full pg 1x/yr) 	\$10,480	
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> Complimentary Attendee Registrations (3 Passes) Exhibit Booth (4 booths + elec included) Preferred booth placement Sponsorship Allotment* (\$3,250: see page 5) *Allotment = spend as desired, based on availability Special Signage 	\$5,350	

\$7,500 Gold Sponsorship

VALUE: \$10,115 YOU SAVE: \$2,615

ITEMS INCLUDED IN GOLD SPONSORSHIP		VALUE
MEMBERSHIP		
<ul style="list-style-type: none"> Commercial Membership (1x/yr) Jan. 1 - Dec. 31 Subscription to IMPACT Magazine (Up to 7 copies) <i>Physical copy received by mail</i> 	\$475	
ONLINE PRESENCE		
<ul style="list-style-type: none"> Posted on sponsor page (medium logo & link, yr round) Social Media: Facebook & Twitter Posts/Shares (4x/yr) Homepage Highlight 	\$400	
PUBLICITY		
<ul style="list-style-type: none"> Direct Email Blast to Members (1x/yr) IMPACT Magazine Ad (full pg 2x/yr) PRMonthly Ad (full banner 4x/yr) Directory Ad (full pg 1x/yr) Conference Registration Booklet Ad (half pg 1x/yr) Conference Trade Show Booklet Ad (half pg 1x/yr) 	\$5,390	
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> Complimentary Attendee Registrations (2 Passes) Exhibit Booth (2 booths + elec included) Preferred booth placement Sponsorship Allotment* (\$2,500: see page 5) *Allotment = spend as desired, based on availability Special Signage 	\$3,850	

\$5,000 Silver Sponsorship

VALUE: \$6,500 YOU SAVE: \$1,500

ITEMS INCLUDED IN SILVER SPONSORSHIP		VALUE
MEMBERSHIP		
<ul style="list-style-type: none"> Commercial Membership (1x/yr) Jan. 1 - Dec. 31 	<ul style="list-style-type: none"> Subscription to IMPACT Magazine (Up to 5 copies) <i>Physical copy received by mail</i> 	\$475
ONLINE PRESENCE		
<ul style="list-style-type: none"> Posted on sponsor page (small logo & link, yr round) 	<ul style="list-style-type: none"> Social Media: Facebook & Twitter Posts/Shares (3x/yr) 	<i>Immeasurable</i>
PUBLICITY		
<ul style="list-style-type: none"> IMPACT Magazine Ad (half pg 2x/yr) PRMonthly Ad (full banner 2x/yr & half banner 2x/yr) Directory Ad (half pg 1x/yr) 	<ul style="list-style-type: none"> Conference Registration Booklet Ad (half pg 1x/yr) Conference Trade Show Booklet Ad (half pg 1x/yr) 	\$3,550
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> Complimentary Attendee Registrations (1 Pass) Exhibit Booth (1 booth + elec included) Preferred booth placement 	<ul style="list-style-type: none"> Sponsorship Allotment* (\$1,500: see page 5) *Allotment = spend as desired, based on availability Special Signage 	\$2,175

\$2,500 Bronze Sponsorship

VALUE: \$3,175 YOU SAVE: \$675

ITEMS INCLUDED IN BRONZE SPONSORSHIP		VALUE
MEMBERSHIP		
<ul style="list-style-type: none"> Commercial Membership (1x/yr) Jan. 1 - Dec. 31 	<ul style="list-style-type: none"> Subscription to IMPACT Magazine (Up to 2 copies) <i>Physical copy received by mail</i> 	\$475
ONLINE PRESENCE		
<ul style="list-style-type: none"> Posted on sponsor page (company name & link, yr round) 	<ul style="list-style-type: none"> Social Media: Facebook & Twitter Posts/Shares (3x/yr) 	<i>Immeasurable</i>
PUBLICITY		
<ul style="list-style-type: none"> IMPACT Magazine Ad (half pg 1x/yr) PRMonthly Ad (half banner 3x/yr) 	<ul style="list-style-type: none"> Directory Ad (qtr pg 1x/yr) Conference Trade Show Booklet Ad (half pg 1x/yr) 	\$1,825
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> Complimentary Attendee Registrations (1 Pass) Exhibit Booth (1 booth + elec included) Preferred booth placement 	<ul style="list-style-type: none"> Sponsorship Allotment* (\$500: see page 5) *Allotment = spend as desired, based on availability Special Signage 	\$875

Add-On Sponsorship Opportunities

Annual Conference Sponsorships

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

	You Pay	Booth	Conference Brochure Ad	Trade Show Booklet Ad	Quantity Available
Main Sessions Speaker Sponsors	\$5,000	1	1/2 Page	1/2 Page	3 Available
Educational Session Sponsor	\$500				Multiple Available
Monday Social Sponsors	\$3,250	1	1/2 Page	1/2 Page	3 Available
Tuesday Social Sponsors	\$3,250	1	1/2 Page	1/2 Page	3 Available
Wednesday Social Sponsors	\$3,250	1	1/2 Page	1/2 Page	3 Available
Annual Awards Reception Sponsor	\$2,500	1		1/2 Page	1 Available
Annual Awards Banquet Sponsor	\$5,000	1	1/2 Page	1/2 Page	1 Available
Trade Show Reception	\$2,500	1		1/2 Page	1 Available
Lunch Sponsor	\$4,000	1	1/2 Page	1/2 Page	2 Available
Break Sponsor	\$500				Multiple Available
Conference Favor	\$5,000	1	1/2 Page	1/2 Page	1 Available
Name Badge Sponsor	\$3,000	1	1/2 Page	1/2 Page	1 Available
Tote Bag Sponsor	\$2,500	1		1/2 Page	1 Available
Hand Sanitizer Sponsor	\$2,000	1		1/2 Page	1 Available
Ticket Sponsor	\$1,500			1/2 Page	1 Available
Mobile App Sponsor	\$2,000	1		1/2 Page	Multiple Available
Late Night Nourishment	\$2,500	1		1/2 Page	3 Available
Lounge Area	\$2,000	1		1/2 Page	1 Available
Photography Sponsor	\$2,000	1		1/2 Page	1 Available

Additional Educational Sponsorship Opportunities

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

SPONSORSHIP TYPE	You Pay	Quantity Available
Leadership Academy	\$2,000	4 Available
Fall Workshop	\$1,000	Multiple Available
Aquatic Seminar	\$1,000	Multiple Available
Playground Workshops	\$1,000	1 per meeting
Office Support Workshop	\$500	Multiple Available
Regional Meetings	\$1,500	1 per meeting
Summer Park Tours (Regional)	\$500-\$2,500	Various

Only available in years when these events are scheduled.

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

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



PR Monthly Electronic Newsletter Advertising Rates

All include link to advertiser website.

SIZE	1x
Full Banner	\$600
Half Banner	\$300



March Virtual CEU Webinar



The second installment of the WPRO Virtual CEU Webinar Series is on March 16, 2021. The member cost for this webinar is \$25.

Join us for Natalie Livingston's presentation titled

www.wproweb.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 2022 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: _____

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

SPONSORSHIP PACKAGE

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

- 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.

- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type

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.

- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type
- _____ \$ _____ Pricing
Opportunity Type

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

\$

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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