



# WPRRA

WISCONSIN PARK AND RECREATION ASSOCIATION

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SO EVERYONE CAN PLAY

[www.wpraweb.org](http://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 to 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 \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
<b>MEMBERSHIP</b>				
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
<b>ONLINE PRESENCE</b>				
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			
<b>PUBLICITY</b>				
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	
<b>ANNUAL CONFERENCE</b>				
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	
MEMBERSHIP	VALUE
<ul style="list-style-type: none"> <li>Commercial Membership (1x/yr) Jan. 1 - Dec. 31</li> <li>Subscription to IMPACT Magazine (Up to 10 copies) <i>Physical copy received by mail</i></li> </ul>	\$475
ONLINE PRESENCE	
<ul style="list-style-type: none"> <li>Posted on sponsor page (large logo &amp; link, yr round)</li> <li>Social Media: Facebook &amp; Twitter Posts/Shares (6x/yr)</li> <li>Homepage Highlight (1 month/yr)</li> </ul>	\$1,600
PUBLICITY	
<ul style="list-style-type: none"> <li>Direct Email Blast to Members (1x/yr)</li> <li>IMPACT Magazine Ad (full pg 4x/yr)</li> <li>PRMonthly Ad (full banner 6x/yr)</li> <li>Directory Ad (full pg, 1x/yr)</li> <li>Conference Registration Booklet Ad (full pg 1x/yr)</li> <li>Conference Trade Show Booklet Ad (full pg 1x/yr)</li> </ul>	\$10,480
ANNUAL CONFERENCE	
<ul style="list-style-type: none"> <li>Complimentary Attendee Registrations (3 Passes)</li> <li>Exhibit Booth (4 booths + elec included)</li> <li>Preferred booth placement</li> <li>Sponsorship Allotment* (\$3,250: see page 5) <b>*Allotment = spend as desired, based on availability</b></li> <li>Special Signage</li> </ul>	\$5,350

# \$7,500 Gold Sponsorship

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

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

# \$5,000 Silver Sponsorship

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

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

# \$2,500 Bronze Sponsorship

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

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



## PRMonthly 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 WPRA 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.wpraweb.org](http://www.wpraweb.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](http://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.

☐ **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**

\$

☐ 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: \_\_\_\_\_





**WPRA**

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