NEW JERSEY RECREATION & PARK ASSOCIATION
NJRPA

2023 Sponsorship Opportunities

Our Story

Founded in 1928, the New Jersey Recreation and Park Association (NJRPA) has played a significant role in shaping parks, recreation, and conservation professionals. NJRPA's role has been to support the shared interest of individuals and communities. The Association remains steadfast to drive positive outcomes for its members and the public served.

NJRPA has achieved much in its 92 years. It has grown from 100 members to representing 690 professionals across the state. The overall goal of NJRPA is to emphasize public awareness of the value of our professional members and the Association. NJRPA is committed to the ongoing support of the benefits and value of parks, recreation, and conservation through its professional members, stakeholders, and associated advocates.

Vision

The vision of the New Jersey Recreation and Park Association is to be the lead organization in the State of New Jersey inspiring and promoting the development of healthy communities and lifestyles.

Mission

The mission of the New Jersey Recreation and Park Association is to unite the public and professional interests in parks, recreation, and conservation throughout the State of New Jersey.

Values

- **Community** development through parks, recreation, and conservation.
- **Health and Wellness** opportunities to enhance well-being and prevention of disease.
- **Leadership** to engage the shared interests of the public and professionals.
- **Making a Difference** to the environment and to people.
- **Professionalism** committed to competent delivery of parks, recreation, and conservation.

Sponsorship:
Which level makes sense for you?

Does your business want to reach more buyers and professionals that influence Parks and Recreation in the New Jersey Recreation and Park Association? NJRPA offers a variety of ways for your business to have constant exposure to members. Let us write the next chapter of this story together.

Sponsorship Levels At-A-Glance

	TITLE	PLATINUM	GOLD	SILVER	BRONZE
Main Sponsor	***EXCLUSIVE***				
Membership	Yes	Yes	Yes	Yes	Yes
Web Link & Logo	Single Banner	Large size	Medium size	Small size	Name
Facebook	3x/yr	2x/yr	1x/yr		
Email Blast	2x/yr	1x/yr			
Weekly Update	Yes	Yes			
Conference Registration Ad	Full page	Half page	Half page		
Conference Exhibitor Guide Ad	Full page	Half page	Half page		
Tradeshow Booth	4w/electric	2w/electric	1w/electric	1w/electric	1w/electric
Complimentary Conference Reg.	8	4	2	2	2
Conference Sponsorship (Allotment)	$7,500	$4,000	$2,500	$1,500	$500
Other Event Sponsorship (Allotment)	$5,000	$2,000	$2,000	$1,000	$500

Title Sponsorship Opportunity

YOU PAY: $25,000

ITEMS INCLUDED IN TITLE SPONSORSHIP
MEMBERSHIP
• Commercial Membership (4 reps, 1x/yr.) July 1 – June 30 Including agency and director contacts mailing lists (2x/1yr.) • Sponsorship recognition on Membership Renewal messaging (1x/yr.)
ONLINE PRESENCE
• Headline Banner of NJRPA website (ad space/yr.) Posted on sponsor page. • Social Media: Facebook, Instagram Posts/Shares (3x/yr.)
PUBLICITY
• Direct Email Blast to Members (Full, 2x/yr.) • Full page ad in the Conference Registration Guide (Full page inside cover/yr.) • Conference Exhibitors Guide Ad (Full page inside cover 1x/yr.) • Top Ad space in Weekly Update (52x/1yr.)
ANNUAL CONFERENCE
• Conference Presenter (Educational Session) • Promotional Giveaways • Exhibit Booth (4 booths, 8 reps, and electric included) Booth space priority in order of sponsorship level. • Conference Mobile App • Sponsorship Allotment (see page 11)
OTHER EDUCATIONAL EVENTS
• Sponsorship Allotment* (Further discussion page 12.)

Platinum Sponsorship Opportunity

YOU PAY: $20,000

ITEMS INCLUDED IN PLATINUM SPONSORSHIP
MEMBERSHIP
• Commercial Membership (3 reps 1x/yr.) July 1 – June 30 Including agency and director contacts mailing lists (2x/1yr.) • 2nd Round Email Sponsorship recognition on membership renewal messaging (1x/yr.)
ONLINE PRESENCE
• Headline Banner of NJRPA top of website (2 ad spaces/yr.) • Posted on sponsor page. • Social Media: Facebook, Instagram Posts/Shares (1x/yr.)
PUBLICITY
• Direct Email Blast to Members (Full, 2x/yr.) • Conference Registration Guide Ad (Inside Cover Half pg., 1x/yr.) • Conference Exhibitors Guide Ad (Inside Cover Half pg., 1x/yr.) • Top Ad space in Weekly Update (26x/yr.)
ANNUAL CONFERENCE
• Exhibit Booth (2 booths, 4 reps & elec. included) Booth space priority in order of sponsorship level. • Sponsorship Allotment (see page 11)
OTHER EDUCATIONAL EVENTS
• Sponsorship Allotment* (see page 9 & 10)

Gold Sponsorship Opportunity

YOU PAY: $15,000

ITEMS INCLUDED IN GOLD SPONSORSHIP
MEMBERSHIP
• Commercial Membership (1 rep, 1x/yr.) July 1 – June 30 Including agency and director contacts mailing lists (2x/1yr.)
ONLINE PRESENCE
• Posted on sponsor page. • Social Media: Facebook, Instagram Posts/Shares (1x/yr.)
PUBLICITY
• Half page ad in the Conference Registration Guide (Half pg., 1x/yr.) • Conference Exhibitors Guide Ad (Half pg., 1x/yr.) • Recognition of sponsorship in the Registration Guide • Recognition on the sponsor page in the Conference Mobile App
ANNUAL CONFERENCE
• Exhibit Booth (1 booth, 2 reps & elec. included) Booth space priority in order of sponsorship level. • Sponsorship Allotment (see page 9) • Signage at Exhibit Hall Check-In Desk • Admission for 2 reps to the Sunday and Monday Socials
OTHER EDUCATIONAL EVENTS
• Sponsorship Allotment* (pages 9-10)

Silver Sponsorship Opportunity

YOU PAY: $10,000

ITEMS INCLUDED IN SILVER SPONSORSHIP
MEMBERSHIP
• Commercial Membership (1 rep/1x/1yr.) July 1 – June 30 Including agency and director contacts mailing lists (2x/1yr.)
ONLINE PRESENCE
• Posted on sponsor page
PUBLICITY
• Recognition in the Conference Registration Guide • Recognition on the sponsor page in the Conference Mobile App • Listing on the NJRPA website as a Conference Sponsor
ANNUAL CONFERENCE
• Exhibit Booth (1 booth, 2 reps & elec. included) Booth space priority in order of sponsorship level. • Sponsorship Allotment (see page 11) • Signage at the Exhibit Hall Check-In Desk • Admission for 2 reps to the Sunday and Monday Socials
OTHER EDUCATIONAL EVENTS
• Sponsorship Allotment* (page 9)

Bronze Sponsorship Opportunity

YOU PAY: $5,000

ITEMS INCLUDED IN BRONZE SPONSORSHIP
MEMBERSHIP
• Commercial Membership (1x/yr) July 1 – June 30 including Agency and director contacts mailing lists (2x/1yr.)
ONLINE PRESENCE
• Posted on sponsor page
PUBLICITY
• Recognition in the Conference Registration Guide • Recognition on the sponsor page in the Conference Mobile App • Listing on the NJRPA website as a Conference Sponsor
ANNUAL CONFERENCE
• Exhibit Booth (1 booth, 2 reps & elec. included) Booth space priority in order of sponsorship level. • Signage at the Exhibit Hall Check-In Desk • Admission for 2 reps to the Awards Dinner
OTHER EDUCATIONAL EVENTS
• Sponsorship Allotment* (page 9)

Add-On Sponsorship Opportunities

ANNUAL CONFERENCE
FEBRUARY 25-28, 2024

SPONSORSHIP TYPE	COST	QUANTITY
Tuesday Awards Dinner	$5,000	1
Monday Evening Social	$4,000	1
Conference Giveaways	$3,000	1
Keynote Speaker	$2,500	1
Exhibit Guide Printing	$2,500	1
Monday Luncheon	$2,500	1
Tuesday Luncheon	$2,500	1
Sunday Evening Social	$2,500	1
Pre-Awards Dinner Reception	$2,000	1
Conference Bags	$2,000	1
Sunday Coffee Service & PM Refreshments	$1,500	1
Monday AM Coffee Service	$1,500	1
Tuesday AM Coffee Service	$1,500	1
Wednesday Breakfast	$1,500	1
Exclusive Exhibit Hall Wi-Fi	$1,500	1
Featured Speaker	$1,000	1
Educational Session Rooms	$1,000	5
Exhibit Hall Charging Station	$1,000	5
Monday Exhibit Beverage Station	$1,000	2
Partial Exhibit Hall Wi-Fi	$1,000	2
Education Session Video Promo	$500	15
Monday Exhibit Food Stations	$500	3
Delegate Lanyards	$500	1
Mobile Conference App	$500	4
Water Stations	$250	9

Add-On Sponsorship Opportunities

Educational/Event Sponsorships

SPONSORSHIP TYPE	COST	QUANTITY
Fall Workshop	$250-$750	1
Park Resource's Workshop	$250-$750	1
Aquatic Workshops	$250-$750	2
Playground Workshops (CPSI)	$500	2 sponsors per workshop/ 2 workshops
District Meetings including Holiday	$250-$1,000	7 districts
Day of Diversity (DEI Workshop)	$1,500	1
Officers Installation	$5,000	1
Mentorship Program Events	$250-$750	1
Golf Outing (page 10)	$250-$500	1
Conference Workshops	$250-$750	3 to 5

Add-On Sponsorship Opportunities

Golf Outing

SPONSORSHIP TYPE	COST	QUANTITY
HOLE-IN-ONE Car	car	1
Golf Giveaway	min $1k	120
Hole Sponsor & Foursome	$700	36
Lunch	$500	1
Cocktail Hour	$500	1
Breakfast	$350	1
Beverage Cart	$300	3
Contest Hole	$250	5
Hole Sponsor	$150	36
Prize or Monetary Donation	open	open

Add-On Advertisement Opportunities

Annual Conference

Registration Brochure or Exhibit Guide	Ad Cost
Inside Covers - Full Page (7.25"w x 10.25"h)	$600
Inside Middle - Full Page (7.25"w x 10.25"h)	$600
Inside Covers - Half Page (7.25"w x 4.625"h)	$450
Half Page (7.25"w x 4.625"h)	$300

Website

Home Page Top Banner Ad	ACR Member	Commercial Member	Non-Member
Full Year (728 x 90 px)	$800	$990	$1,800
Six Months (728 x 90 px)	$450	$600	$1,200
Three Months (728 x 90 px)	$300	$400	$900

Home Page Top Banner Ad (mid-page)	ACR Member	Commercial Member	Non-Member
Full Year (176 x 176 px)	$600	$775	$1,400
Six Months (176 x 176 px)	$325	$450	$900
Three Months (176 x 176 px)	$225	$325	$775

Weekly Update E-Blast

Weekly Update E-Bast (Top of Page) Banner w/web link (728 x 90 px)	ACR Member	Commercial Member	Non-Member
Full Year - 52 E-mails	$600	$720	$1,440
Six Months - 26 E-mails	$360	$450	$900
Three Months - 12 E-mails	$225	$300	$600

Weekly Update E-Bast (Bottom of Page) Banner w/web link (728 x 90 px)	ACR Member	Commercial Member	Non-Member
Full Year - 52 E-mails	$300	$360	$720
Six Months - 26 E-mails	$180	$225	$450
Three Months - 12 E-mails	$120	$150	$300

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 September 1 for following year.

Sponsorship Commitment Form

Thank you for your commitment to supporting the mission of the New Jersey Recreation and Park Association through your contribution. Please complete the details on this form to customize your promotional opportunities for 2022-2023 and return to the NJRPA, 1 Wheeler Way, Princeton, NJ 08540. Phone: (609) 356-0480 Email: Info@njrpa.org

Sponsor Contact Information:

NJRPA Member? Yes No

Name:_____

Title:_____E-Mail:_____

Agency:_____

Address:_____

City:_____State:_____Zip:_____

Phone:_____

Sponsorship Level:

____Title _____Platinum _____Gold _____Silver _____Bronze

Add-On Sponsorships:

____ Conference _____Educational/Event Sponsorships ____Advertisement Opportunities

Please write what Add-On Sponsorship(s) you are requesting:

_____

_____

_____

_____

_____

_____

Total Fees: $_____

Payment:

Payable to NJRPA: Checks, Money Order or Visa, MasterCard, American Express, and Discover

Please mail all check and money orders to:

NJRPA
1 Wheeler Way
Princeton, NJ 08540

CREDIT CARD PAYMENT: _____MasterCard _____Visa _____American Express _____Discover

(***A secure link will be sent to you to pay by credit card.)***

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