



2010 Conference Sponsorship Opportunities



ALL Sponsors (those donating \$1500 or more only) will be recognized in the following meeting-related publications. Any additional benefits are listed under specific opportunities:

- On-site Program – size and placement of recognition varies – special recognition is noted under individual sponsorship.
- *California Parks & Recreation* magazine (post conference edition)
- Sponsors recognition signage located at sponsored event or area

Unless otherwise indicated, Sponsors must commit to sponsorship and submit camera ready company logo by Friday, December 04, 2009 to take advantage of being listed in all meeting related publications.

Call Susan Wipf, CPRS Director of Marketing,
(916) 665-277, susan@cprs.org to participate as a sponsor

Sponsorship Opportunity	Sponsorship Fee
<p>CPRS Awards Program Sponsorship 3 Sponsorships available</p> <p>This program is attended by many of the most influential people in the industry. The awards program sponsorship provides your business a unique and prestigious promotional opportunity – Must commit by August 27, 2009 to take full advantage of benefits below</p> <ul style="list-style-type: none"> • Recognition in the Award applications sent to all 4000 CPRS members Statewide - this includes having the awards brochure sent to all park & recreation agencies and districts in the state of California • Logo and Recognition in the Preconference Brochure - the publication sent to over 10,000 park and recreation professionals in the states of California, Arizona, Nevada, Utah and Hawaii (This is the main conference registration piece. • Recognition in the on-site conference program (Sponsors' information will appear on the back cover of this Publication given to all delegates attending conference) • Recognition in the <i>California Parks & Recreation</i> magazine (post conference edition) (circulation 4,500 statewide goes to CPRS members and participating commissioners and board members) • Two Awards Banquet tickets • Recognition on Awards Banquet Program • Recognition on all Award Plaques presented to winning agencies & programs • Recognition at Opening General Session through awards program presentation (this is achieved through a power point presentation at the opening of conference) • Sponsors thank you letter sent to all California park & recreation agencies and districts after conference. (Sent to all 535 Park & Recreation agencies and special district in California) - See attached flyer & example letter • One year recognition as an awards sponsor on the CPRS Website (www.cprs.org) Here is the website link: http://www.cprs.org/conference-sponsors.htm • Company Logo Recognition on Registration Counters and Exhibit Entrance Unit 	<p>\$4,100 each - SOLD</p> <p>Hunter Little Tikes Commercial Play Systems RJM Design Group</p>
<p>Advertising – Conference Program You will be one of two advertisers in this publication. All attendees will</p>	<p>\$1,500 (inside front cover)</p>

<p>receive this program on site and refer to it during the meeting and throughout the year!</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> • Recognition in the <i>California Parks & Recreation Magazine</i> (post conference edition) • One year recognition as a conference sponsor on the CPRS Website (www.cprs.org) • Full page ad on inside front or inside back cover of the on-site program 	<p>\$1,500 (inside back cover)</p>
<p><i>E-Office & Job Mart Area</i></p> <p>Located in the visible conference lobby area – sponsor will receive unparalleled exposure outside the exhibit hall. Comprised of 6 computer stations– delegates will be able to check email, surf the web, view jobs available on Wednesday, Thursday, and Friday during conference.</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> • Recognition in the <i>California Parks & Recreation Magazine</i> (post conference edition) • Second mailing list of all CPRS members (single usage only) • Sponsor recognition in the on site program • Sponsor recognition in the E office • One year recognition as a conference sponsor on the CPRS Website (www.cprs.org) • Sponsors thank you letter sent to all California park & recreation agencies and districts after conference. • Company Logo Recognition on in registration area 	<p>\$4,100 (exclusive)</p>
<p><i>Delegate Registration/Confirmation Insert</i></p> <p>Place an advertisement/flyer promotional piece in our confirmation mailing to all registered delegates prior to arrival in Palm Springs. You will have exposure to all delegates who have pre-registered to attend conference as they receive all materials pertinent to their attendance at the conference. Insert size (8 ½ by 11 – one or two sided)</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> • Recognition in the <i>California Parks & Recreation Magazine</i> (post conference edition) • One year recognition as a conference sponsor on the CPRS Website (www.cprs.org) • Sponsors thank you letter sent to all California park & recreation agencies and districts after conference. • Your 1 page insert in delegate confirmation mailing (CPRS must approve insert prior to mailing). 	<p>\$2,500 (exclusive)</p>
<p><i>Delegate Tote Bag</i></p> <p>Receive matchless recognition with your logo prominently placed on 2000 delegate tote bags used by all of our attendees during and after the meeting.</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> • One year recognition as a conference sponsor on the CPRS Website (www.cprs.org) • Recognition in the <i>California Parks & Recreation</i> magazine (post conference edition) • Sponsors thank you letter sent to all California park & recreation agencies and districts after conference. • Sponsor literature may be placed in the tote bags (i.e. a catalogue or a brochure or a CD). CPRS must approve material and receive materials in advance to include in the tote bag • Sponsor recognition in On-site Program • Mailing list of all conference delegates (single usage only) • Company Logo Recognition in Registration area • Company Logo on Bag 	<p>\$5,000</p> <p>Need commitment and artwork by November 23, 2009 to meet production deadline</p>

Sponsorship Welcome to Palm Springs Reception -

This Welcome event is free to all delegates and provides the sponsor with a unique and fun showcase opportunity.

Sponsorship Includes:

- A delegate amenity bearing the sponsor's logo distributed to Conference delegates at the Welcome Reception March 9, 2010
- Recognition in the *California Parks & Recreation Magazine* (2010 conference edition – distribution 5,000)
- Recognition in the *California Parks & Recreation Magazine* (2010 post-conference edition – distribution 4,500)
- Recognition in the Preconference Brochure (distribution 10,000)
- Recognition in on-site conference program given to each delegate attending the conference
- Recognition at the Welcome Reception
- Company Logo will appear in the Conference Registration area
- Recognition will be given at the opening general session in the form of verbal acknowledgement to sponsors
- Sponsors name will appear on tickets associated to the Welcome Reception. These are sent to each delegate in their confirmation packet prior to conference
- One year recognition as a conference sponsor on the CPRS Website (www.cprs.org) (estimated date March February 2010 to March 2011)
- Sponsor acknowledgement sent to 535 California park & recreation agencies after conference

\$20,000 – SOLD

PlayCore

- GameTime
- TotTurf
- Everlast Climbing Industries
- Play & Park Structures
- Ultra Play
- GT Grandstands
- Great Western Park & Playground
- California Sports & Recreation

Sponsorship for General Session

This event marks the Grand Opening of the Conference. Inspirational, exciting, this event drew in 96% of delegates who attended last year's conference.

Sponsorship Includes:

- Verbal and visual recognition at the beginning and the end of Opening General Session – (this session is the official opening of conference attended by the majority of registered delegates (this year's conference drew 2460 attendees
- Opportunity to place a delegate amenity on each chair at the Opening General Session – amenity must be approved by CPRS
- Logo and recognition in the Preconference Brochure - the publication sent to over 10,000 park and recreation professionals in the states of California, Arizona, Nevada, Utah and Hawaii (This is the main conference registration piece).
- Recognition in the on-site conference program (Sponsors' information will appear on the back cover of this Publication) as well as your logo on the Opening General Session Page of the program. (This publication is given to all delegates attending conference)
- Recognition in the California Parks & Recreation magazine (post conference edition) (circulation 4,500 statewide goes to CPRS members and participating commissioners and board members)
- Sponsors thank you letter sent to all California park & recreation agencies and districts after conference. (Sent to all 535 Park & Recreation agencies and special district in California) - See attached flyer & example letter
- One year recognition as a sponsor on the CPRS Website (www.cprs.org) Here is the website link: <http://www.cprs.org/conference-sponsors.htm>
- Company Recognition in Registration Area

\$10,000

***Call Susan Wipf, CPRS Director of Marketing (916) 665-2777, susan@cprs.org
to participate as a sponsor***