



Partnership Opportunities | February 2 - 5, 2025



What is OPRA?

Ohio Parks and Recreation Association (OPRA) is a nonprofit, public interest organization representing over 2400 professionals and citizen board members striving to provide quality park and recreational facilities and opportunities for all Ohioans while protecting and preserving Ohio's natural resources.

OPRA is directed by a board, executive director, and administrative staff whose primary goal is to connect all those involved in the cause of public parks and recreation. Our members include public parks and recreation agencies, citizen volunteers, and the professionals serving them, allied professionals, contractors, and the exhibitors who support their efforts. OPRA convenes for its annual Conference each winter, where it offers educational and networking opportunities for parks and recreation professionals.

Why become a Conference Partner?

- Attended by more than 1,400 parks and recreation professionals, citizen advocates, and industry suppliers last year – endless networking opportunities
- Companies that are engaged in partnership and pre-show promotions can increase booth traffic by more than 35%
- Of those Conference attendees responding to our survey 96% are parks and recreation professionals
- 75% of attendees have operating budgets in excess of \$1 million
- 87% of attendees have purchasing power in their organization – meet and influence decision makers throughout Conference
- 95% of attendees spend time on the show room floor – high visibility for marketing products and services

For more information regarding a Conference Partnership contact:

Celia Thornton | 2025 OPRA Conference Partnership Chair
 celia.thornton@worthington.org | 614-781-3530 office
 or the OPRA Offices at 614-895-2222 | opra@opraonline.org

Website: opraonline.org
 Facebook: OPRAOhio
 Twitter: OPRAOhio
 Instagram: OpraOhio

Presenting Partner | \$17,500

- Presented by naming rights for the 2025 OPRA Conference & Trade Show, which includes one presented by banner (provided by OPRA), cover page recognition on the Conference brochure, and placement of company name on all promotional materials.
- One resort suite for 3 nights.
- Company to choose one of the following options:
 - o two items from Box 3
 - o three items from Box 2
 - o five items from Box 1
 - o any mix suggested by OPRA staff
- Verbal recognition at major events.
- Banner (provided by company) at partnered event.
- Provide six exhibit booths in the trade show; additional booths can be purchased for the discounted rate of \$450.
- Provide space for a full page color ad in the Conference brochure.
- Provide a one year OPRA corporate membership to company.
- Post on the OPRA Facebook page.
- Provide a \$1000 credit to be used for the 2025 OPRA Foundation Golf Outing.
- Place organization's logo on the Conference partnership page with a link to the company's website, on the partnership page of the Conference brochure, and on any printed and/or digital signage listing Conference partners.
- Send an excel file of all Conference attendees for follow-up marketing.



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Diamond Partner | \$12,500

- Company to choose one of the following options:
 - o One item from Box 3 and one item from Box 1
 - o two items from Box 2
- Recognition at partnered event.
- Banner (provided by company) at partnered event.
- Provide four exhibit booths in the trade show; additional booths can be purchased for the discounted rate of \$550.
- Provide space for a full page color ad in the Conference brochure.
- Provide a one year OPRA corporate membership to company.
- Provide a \$500 credit to be used for the 2025 OPRA Foundation Golf Outing.
- Place organization's logo on the Conference partnership page with a link to the company's website, on the partnership page of the Conference brochure, and on any printed and/or digital signage listing Conference partners.
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Platinum Partner | \$9,000

- Company to choose one of the following options:
 - o one item from Box 3
 - o one item from Box 1 and one item from Box 2
- Recognition at partnered event.
- Banner (provided by company) at partnered event.
- Provide three exhibit booths in the trade show; additional booths can be purchased for the discounted rate of \$550.
- Provide space for a half page color ad in the Conference brochure.
- Provide a one year OPRA corporate membership to company.
- Provide a hole sponsorship for the 2025 OPRA Foundation Golf Outing.
- Place organization's logo on the Conference partnership page with a link to the company's website, on the partnership page of the Conference brochure, and on any printed and/or digital signage listing Conference partners.
- Send an excel file of all Conference attendees for follow-up marketing.

Gold Partner | \$6,000

- Company to choose one of the following options:
 - o one item from Box 2
 - o two items from Box 1 for an additional \$1000
- Recognition at partnered event.
- Banner (provided by company) at partnered event.
- Provide two exhibit booths in the trade show; additional booths can be purchased for the discounted rate of \$650.
- Provide space for a half page color ad in the Conference brochure.
- Provide a one year OPRA corporate membership to company.
- Provide a hole sponsorship for the 2025 OPRA Foundation Golf Outing.
- Place organization's logo on the Conference partnership page with a link to the company's website, on the partnership page of the Conference brochure, and on any printed and/or digital signage listing Conference partners.
- Send an excel file of all Conference attendees for follow-up marketing.

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Silver Partner | \$4,000

- Company to choose one item from Box 1.
- Recognition at partnered event.
- Provide one exhibit booth in the trade show; additional booths can be purchased for the discounted rate of \$650.
- Provide space for a quarter page color ad in the Conference brochure.
- Provide a one year OPRA corporate membership to company.
- Place organization's logo on the Conference partnership page with a link to the company's website, on the partnership page of the Conference brochure, and on any printed and/or digital signage listing Conference partners.
- Send an excel file of all Conference attendees for follow-up marketing.

Bronze Partner | \$2,000

- Provide a one year OPRA corporate membership to company.
- Offer discounted booth space for \$750.
- Provide admission to education sessions and networking events for one person.
- Place organization's logo on the Conference partnership page with a link to the company's website, on the partnership page of the Conference brochure, and on any printed and/or digital signage listing Conference partners.
- Send an excel file of all Conference attendees for follow-up marketing.



Box 1

- Awards Networking Reception
- Coffee Station - Monday
- Coffee Station - Tuesday
- Coffee Station - Wednesday
- Education Session Time Slot Sponsor (4/0/8)
- Hotel Remote Check-In
- Professional Head Shots
- Registration Area
- Small Agency Forum (0/0/2)
- Sunday Networking Game (7/0/12)

Box 2

- App
- Bag
- Conference Gift
- Lanyards
- Monday Lunch
- Monday Hut Hop Networking Event (4/0/4)
- Name Badges
- Networking 16 ounce Cups
- Pens
- Soft Drink Station (2)
- Tuesday Lunch

Box 3

- Opening Keynote Speaker
- Closing Keynote Speaker
- Sunday Networking Presenting Partner
- Sunday Game Partner
- Monday Hut Hop Networking Event - Marrakesh
- Awards Dinner
- Tuesday Night After Parties Partner

KEY

Red - Sold

Purple - Verbal Agreement or 2024 First Right of Refusal

Black - Available (confirm availability with OPRA)

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OPRA PARTNERSHIP ITEM DESCRIPTIONS

BOX 1

Awards Networking Reception: Sponsorship of the informal gathering 1 hour prior to the Awards Ceremony that takes place in the South Pathway. Sponsorship includes a sign with your logo displayed on the cash bars.

Coffee Station Sponsorship of the 3 coffee stations set up around the Convention Center. Sponsorship includes a sign with your logo and information in the app and digital brochure. (Three opportunities available: **Monday, Tuesday,** and Wednesday. The first organization to sign an agreement gets first pick of days.)

Education Session Time Slot: Sponsorship of the time slots each day. Sponsorship includes verbal recognition in each session, a digital sign with your logo and information in the app and digital brochure. (Eight time slots available. The first organization to sign an agreement gets first pick of time slots.)

Monday 8:30am – 9:45am | 2:30pm – 3:45pm | 4:00pm – 5:15pm

Tuesday 8:30am – 9:45am | 1:00pm – 2:30pm | 2:45pm – 4:15pm

Wednesday 8:30am – 9:45am | 10:15am – 11:30am

Hotel Remote Check-In: Sponsorship includes a sign with your logo and information in the app and digital brochure.

Professional Head Shots: Sponsorship includes a digital sign with your logo and information in the app and digital brochure.

Registration Area: Sponsorship includes a sign with your logo and information in the app and digital brochure.

Small Agency Forum (0/0/2): Sponsorship of the Sunday Small Agency Forum (SAF) that takes place from 10:00am – 5:00pm. Sponsorship consists of your logo on the PPT and announced at the opening of SAF and all marketing materials and communication prior.

Sunday Networking Table (7/0/12): Sponsorship of one of the tables at the Sunday Networking Event. Sponsorship includes one keg, a sign with your logo, and an 8ft table to hand out your swag and marketing materials.

BOX 2

App: Sponsorship of the Conference App. Sponsorship includes your logo in the app and information in the digital brochure.

Bag: Sponsorship of the Conference Bag. Sponsorship includes your logo on the bag and information in the app and digital brochure.

Conference Gift: Sponsorship of the Conference Gift. Sponsorship includes your logo on the gift and information in the app and digital brochure.

Lanyard: Sponsorship of the Conference Lanyard. Sponsorship includes your name or logo on the lanyards and information in the app and digital brochure.

Monday Lunch: Sponsorship of the Monday Lunch in the exhibit hall. Sponsorship includes your logo on a sign and information in the app and digital brochure.

Monday Hut Hop Networking Event Hut (4/0/4): Sponsorship of one of the four huts at Monday Night's Networking Event. Sponsorship includes your logo on a screen in the hut and information in the app and digital brochure. Food and two kegs are included in partnership. **Entertainment provided by host company.**

Name Badge: Sponsorship of the Conference Badge. Sponsorship includes your logo on the badge and information in the app and digital brochure.

Networking Cup (22ounce): Sponsorship of the Conference Reusable Plastic Cup. Sponsorship includes your logo on the cup and information in the app and digital brochure.

Pen: Sponsorship of the Conference Pen. Sponsorship includes your name or logo on the pen and information in the app and digital brochure.

Soft Drink Station (2): Sponsorship of one Soft Drink station which includes assorted cans of soft drinks.

Tuesday Lunch: Sponsorship of the Tuesday Lunch in the exhibit hall. Sponsorship includes your logo on a sign and information in the app and digital brochure.

BOX 3:

Opening Keynote Speaker: Sponsorship of the Opening Keynote Speaker. Logo is included in the presentation and sponsorship is recognized. Opportunity for company to introduce speaker from stage.

Closing Keynote Speaker: Sponsorship of the Closing Keynote Speaker. Logo is included in the presentation and sponsorship is recognized. Opportunity for company to introduce speaker from stage.

Sunday Night Networking Event Presenting Partner: Presenting Partner of the Sunday Night Event. Logo is included on the screen in room.

Sunday Game Night Partner: Partner provides the games for the Sunday Night Event. Logo is included on the screen in room.

Monday Hut Hop Networking Event – Marrakesh: Sponsorship of the Marrakesh area. Logo is on screen in room. Food and two free kegs are included in partnership. Entertainment provided by host company.

Awards Dinner Presenting Partner: Sponsorship of the Awards Dinner. Logo is included in the presentation and sponsorship is recognized and has the opportunity to speak at the event.

Tuesday Night After Parties Partner: Sponsorship of the DJ/Dance Room, Game Room, and Club Room. Sponsorship includes your logo on a sign and information in the app and digital brochure. Four kegs are included in partnership.