



## Partnership Opportunities | February 2-5, 2020



### What is OPRA?

Ohio Parks and Recreation Association (OPRA) is a nonprofit, public interest organization representing over 2000 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 1,150 parks and recreation professionals, citizen advocates and industry suppliers – 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:

Brian Smith | 2020 OPRA Conference Partnership Chair  
614-940-9492 mobile | bsmith@naparks.org  
or the OPRA Offices at 614-895-2222  
or opr@opraonline.org

Website: [opraonline.org](http://opraonline.org)  
Facebook: OPRAOhio  
Twitter: OPRAOhio  
Instagram: OpraOhio

### Presenting Partner | \$15,000

- Presented by naming rights for the 2020 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 four exhibit booths in the trade show; additional booths can be purchased for the discounted rate of \$300.
- Provide space for a full page color ad in the Conference brochure.
- Post on the OPRA Facebook page
- Provide a one year OPRA corporate membership to company.
- Provide two foursomes or equivalent sponsorship (\$600) at the 2020 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.
- Insert organization's promotional materials into the Conference bag (materials provided by partner organization).
- Send an excel file of all Conference attendees for follow-up marketing.

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### Diamond Partner | \$10,000

- 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 \$400.
- Provide space for a full page color ad in the Conference brochure.
- Post on the OPRA Facebook page
- Provide a one year OPRA corporate membership to company.
- Provide a foursome or equivalent sponsorship (\$300) at the 2020 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.
- Insert organization's promotional materials into the Conference bag (materials provided by partner organization).
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### Platinum Partner | \$7,500

- 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 \$400.
- Provide space for a half page color ad in the Conference brochure.
- Provide a one year OPRA corporate membership to company.
- Provide a twosome or contest sponsorship at the 2020 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.
- Insert organization's promotional materials into the Conference bag (materials provided by partner organization).
- Send an excel file of all Conference attendees for follow-up marketing.

### Gold Partner | \$5,000

- Company to choose one of the following options:
  - o one item from Box 2
  - o two items from Box 1 for an additional \$500
- 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 \$500.
- Provide space for a half page color ad in the Conference brochure.
- Provide a one year OPRA corporate membership to company.
- Provide a twosome or contest sponsorship at the 2020 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.
- Insert organization's promotional materials into the Conference bag (materials provided by partner organization).
- Send an excel file of all Conference attendees for follow-up marketing.

**For more information contact:**

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## Silver Partner | \$3,000

- 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 \$500.
- 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.
- Insert organization's promotional materials into the Conference bag (materials provided by partner organization).
- Send an excel file of all Conference attendees for follow-up marketing.

## Bronze Partner | \$1,500

- Provide a one year OPRA corporate membership to company.
- Offer discounted booth space for \$600.
- 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.
- Insert organization's promotional materials into the Conference bag (materials provided by partner organization).
- Send an excel file of all Conference attendees for follow-up marketing.



### Box 1

- Coffee Station
- Conference App
- Conference Gift
- Lanyards
- Name Badges
- Welcome Bags
- Sunday Tailgate Game (6)

### Box 2

- Monday Keynote Speaker
- Monday Lunch
- Monday Hut Hop Networking Event (4)
- Tuesday Lunch
- Tuesday Leadership Series
- Wednesday Keynote Speaker
- Tuesday Honky Tonk
- Tuesday Dance Club
- Tuesday Arcade
- Tuesday Club Room

### Box 3

- Sunday Tailgate Big Game Partner
- Monday Hut Hop Networking Event - Marrakesh
- Awards Dinner

**For more information contact:**

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