



WPRRA

WISCONSIN PARK AND RECREATION ASSOCIATION

SO EVERYONE CAN PLAY

www.wpraweb.org

2027

Sponsorship Opportunities

Sponsorship: Which level is right for you?

WPRA offers a variety of opportunities for your company to maintain year-round visibility with parks and recreation professionals across Wisconsin. Through our Sponsorship Program, your organization can connect with more than 1,600 members representing hundreds of agencies statewide.

Designed to maximize value and recognition, the program provides increasing benefits and exclusive opportunities at higher sponsorship levels. Sponsors gain access to members through channels and engagement opportunities not available outside of the program.

Starting at the Bronze level, a \$2,500 annual investment provides more than 25% in savings compared to purchasing benefits individually. Every sponsorship level includes a commercial membership, exhibit space at the Annual Conference Trade Show, and advertising opportunities in IMPACT Magazine, PRMonthly, and the Membership Directory.

Partner with WPRA to increase your visibility, strengthen industry relationships, and demonstrate your commitment to the parks and recreation profession.

**Review the grid for a summary, and the rest of this brochure for more details.
Please contact the office to sign up in 2027 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	GOLD	SILVER	BRONZE
	\$10,000	\$7,500	\$5,000	\$2,500
MEMBERSHIP				
Commercial Membership	1	1	1	1
Subscription to IMPACT Magazine	✓	✓	✓	✓
ONLINE PRESENCE				
Posted on sponsor page	Large logo & link	Medium logo & link	Small logo & link	Company name & link
Social Media: Facebook/LinkedIn/Instagram Posts/Shares	6x/yr	4x/yr	3x/yr	
Highlight on WPRA Homepage	1 month/yr			
PUBLICITY				
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)	Half Banner (4x/yr)	Half Banner (3x/yr)
Directory Ad	Full Page	Full Page	Half Page	Quarter Page
ANNUAL CONFERENCE				
Comp Tickets for Attendees	2	1	1	
Exhibit Booth	4	2	1	1
Sponsorship Allotment*	\$3,500	\$2,500	\$1,500	\$500

\$10,000 Platinum Sponsorship

VALUE: \$16,825 YOU SAVE: \$6,825

ITEMS INCLUDED IN PLATINUM SPONSORSHIP		VALUE
MEMBERSHIP		
<ul style="list-style-type: none"> Commercial Membership (1x/yr) Jan. 1 - Dec. 31 Subscription to IMPACT Magazine 		\$475
ONLINE PRESENCE		
<ul style="list-style-type: none"> Posted on sponsor page (large logo & link, yr round) Social Media: Facebook/LinkedIn/Instagram Posts/Shares (6x/yr) Homepage Highlight (1 month/yr) 		\$1,600
PUBLICITY		
<ul style="list-style-type: none"> Direct Email Blast to Members (1x/yr) IMPACT Magazine Ad (full pg 4x/yr) PRMonthly Ad (full banner 6x/yr) Directory Ad (full pg, 1x/yr) Conference Trade Show Booklet Ad (full pg 1x/yr)** 		\$9,700
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> Complimentary Attendee Registrations (2 Passes) Exhibit Booth (4 booths)** Preferred booth placement Sponsorship Allotment* (\$3,500: see page 5) *Allotment = spend as desired, based on availability Special Signage 		\$5,050

* Conference Sponsorship benefits included in the breakdown above.

** Inclusive of the booths and ads already included in Conference sponsorship allotment.

\$7,500 Gold Sponsorship

VALUE: \$9,725 YOU SAVE: \$2,225

ITEMS INCLUDED IN GOLD SPONSORSHIP		VALUE
MEMBERSHIP		
<ul style="list-style-type: none"> Commercial Membership (1x/yr) Jan. 1 - Dec. 31 Subscription to IMPACT Magazine 		\$475
ONLINE PRESENCE		
<ul style="list-style-type: none"> Posted on sponsor page (medium logo & link, yr round) Social Media: Facebook/LinkedIn/Instagram Posts/Shares (4x/yr) Homepage Highlight 		\$400
PUBLICITY		
<ul style="list-style-type: none"> Direct Email Blast to Members (1x/yr) IMPACT Magazine Ad (full pg 2x/yr) PRMonthly Ad (full banner 4x/yr) Directory Ad (full pg 1x/yr) Conference Trade Show Booklet Ad (half pg 1x/yr)** 		\$5,300
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> Complimentary Attendee Registrations (1 Pass) Exhibit Booth (2 booths)** Preferred booth placement Sponsorship Allotment* (\$2,500: see page 5) *Allotment = spend as desired, based on availability Special Signage 		\$3,550

* Conference Sponsorship benefits included in the breakdown above.

** Inclusive of the booths and ads already included in Conference sponsorship allotment.

\$5,000 Silver Sponsorship

VALUE: \$6,250 YOU SAVE: \$1,250

ITEMS INCLUDED IN SILVER SPONSORSHIP		
MEMBERSHIP		VALUE
<ul style="list-style-type: none"> Commercial Membership (1x/yr) Jan. 1 - Dec. 31 	<ul style="list-style-type: none"> Subscription to IMPACT Magazine 	\$475
ONLINE PRESENCE		
<ul style="list-style-type: none"> Posted on sponsor page (small logo & link, yr round) 	<ul style="list-style-type: none"> Social Media: Facebook/LinkedIn/Instagram Posts/Shares (3x/yr) 	\$300
PUBLICITY		
<ul style="list-style-type: none"> IMPACT Magazine Ad (half pg 2x/yr) PRMonthly Ad (half banner 4x/yr) 	<ul style="list-style-type: none"> Directory Ad (half pg 1x/yr) Conference Trade Show Booklet Ad (half pg 1x/yr)** 	\$3,300
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> Complimentary Attendee Registrations (1 Pass) Exhibit Booth (1 booth)** Preferred booth placement 	<ul style="list-style-type: none"> Sponsorship Allotment* (\$1,500: see page 5) *Allotment = spend as desired, based on availability Special Signage 	\$2,175

* Conference Sponsorship benefits included in the breakdown above.

** Inclusive of the booths and ads already included in Conference sponsorship allotment.

\$2,500 Bronze Sponsorship

VALUE: \$3,050 YOU SAVE: \$550

ITEMS INCLUDED IN BRONZE SPONSORSHIP		
MEMBERSHIP		VALUE
<ul style="list-style-type: none"> Commercial Membership (1x/yr) Jan. 1 - Dec. 31 	<ul style="list-style-type: none"> Subscription to IMPACT Magazine 	\$475
ONLINE PRESENCE		
<ul style="list-style-type: none"> Posted on sponsor page (company name & link, yr round) 	<ul style="list-style-type: none"> Social Media: Facebook/LinkedIn/Instagram Posts/Shares (3x/yr) 	Immeasurable
PUBLICITY		
<ul style="list-style-type: none"> IMPACT Magazine Ad (half pg 1x/yr) PRMonthly Ad (half banner 3x/yr) 	<ul style="list-style-type: none"> Directory Ad (qtr pg 1x/yr) Conference Trade Show Booklet Ad (half pg 1x/yr) 	\$1,800
ANNUAL CONFERENCE		
<ul style="list-style-type: none"> Complimentary Attendee Registrations (1 Pass) Exhibit Booth (1 booth)** Preferred booth placement 	<ul style="list-style-type: none"> Sponsorship Allotment* (\$500: see page 5) *Allotment = spend as desired, based on availability Special Signage 	\$875

* Conference Sponsorship benefits included in the breakdown above.

** Inclusive of the booths and ads already included in Conference sponsorship allotment.

Add-On Sponsorship Opportunities

Annual Conference Sponsorships

**Sponsors may add \$ to packages above to achieve specific sponsors, or contribute sponsorships separately.*

	You Pay	Booth	Trade Show Booklet Ad	Quantity Available
Main Sessions Speaker Sponsors	\$5,000	1	1/2 Page	2 Available
Educational Session Sponsor	\$500			Multiple Available
Social Sponsors	\$3,500	1	1/2 Page	9 Available
Annual Awards Reception Sponsor	\$2,500	1	1/2 Page	1 Available
Annual Awards Banquet Sponsor	\$5,000	1	1/2 Page	1 Available
Trade Show Reception	\$2,500	1	1/2 Page	1 Available
Lunch Sponsor	\$4,000	1	1/2 Page	2 Available
Break Sponsor	\$500			Multiple Available
Conference Favor	\$5,000	1	1/2 Page	1 Available
Name Badge Sponsor	\$3,000	1	1/2 Page	1 Available
Tote Bag Sponsor	\$2,500	1	1/2 Page	1 Available
Ticket Sponsor	\$1,500		1/2 Page	1 Available
Mobile App Sponsor	\$3,000	1	1/2 Page	1 Available
Lounge Area Sponsor	\$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	\$1,000	Multiple Available
Fall Workshop	\$1,000	Multiple Available
Aquatic Seminar/Aquatic Technician Workshop	\$1,000	Multiple Available
Playground Workshops	\$1,000	1 per meeting
Regional Meetings	\$1,500	1 per meeting

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	Commercial Member	Non-Member
Covers	\$900	\$1,000
Full Page	\$800	\$900
Half Page	\$500	\$600
1/4 Page	\$300	\$400



PRMonthly Electronic Newsletter Advertising Rates

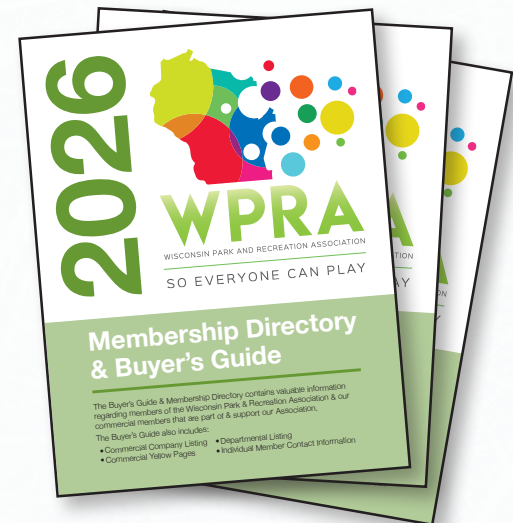
All include link to advertiser website.

SIZE	Commercial Member	Non-Member
Full Banner	\$600	\$700
Half Banner	\$300	\$400



Directory & Buyer's Guide Advertising Rates

SIZE	Commercial Member	Non-Member
Outside Back Cover	\$650	\$750
Inside Back Cover	\$550	\$650
Inside Front Cover	\$550	\$650
Full Page - Inside	\$500	\$500
1/2 Page	\$300	\$400
1/4 Page	\$210	\$310



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 and return to the WPRAs office:

WPRAs: 6737 W Washington St, Ste 4270, Milwaukee, WI 53214 • office@wpraweb.org • www.wpraweb.org • Questions? 414-423-1210.

SPONSOR INFORMATION

Company/Entity Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Website: _____

Billing Contact	Name	Phone	Email
Advertising Contact <input type="checkbox"/> same as above	Name	Phone	Email
Events Contact <input type="checkbox"/> same as above	Name	Phone	Email
Social Media Contact <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 WPRAs 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 WPRAs 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:

WPRAs, 6737 W Washington St, Ste 4270, Milwaukee, WI 53214

Credit card:

* Credit card information is not accepted over email. Please send via mail or call the WPRAs Office to pay over the phone.

Cardholder name: _____

Card number: _____

Expiration Date: _____ CVV: _____

Billing address: _____

City/State/Zip: _____

Receipt e-mailed to: _____



WPRAs

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