

# MINNESOTA

RECREATION AND PARK ASSOCIATION



# 2024

## North Star Corporate Partnership Opportunities



# Get to Know Your Association

## Minnesota Recreation & Park Association (MRPA)

### MRPA's History

MRPA was formed in 1937 to foster the growth and development of the parks and recreation profession throughout the state. Today, MRPA is a 501(c)4 non-profit membership organization that serves the parks and recreation industry in Minnesota. The Association's three pillars are education, recreation, and legislation.

### Who We Serve

MRPA members are agencies, professionals, companies, parks commissioners, and students who work for, or provide services to, the parks and recreation profession. Currently, MRPA has nearly 900 members throughout Minnesota. MRPA members are leaders in their communities, and decision-makers who contribute to their communities' economic, health, and social wellbeing.

### Our Mission and Core Values

MRPA's mission is to improve the quality of life in Minnesota by enhancing the profession of parks, open space, recreation, and leisure services.

Our core values include:

#### Leadership

Providing professional development, networking, best practices, and informational support for our customers

#### Engagement

Building relationships and seeking collaborative partnerships with community members and organizations

#### Wellness

Impacting health and active living through educational and social opportunities

#### Inclusion

Respecting our differences and supporting opportunities for everyone

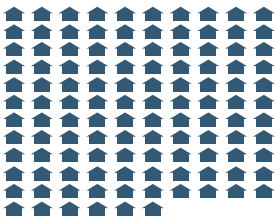
#### Integrity

Serving fairly and professionally while building trust through our interactions

#### Stewardship

Proactively advocating for preserving our parks, conserving our natural resources, and advancing the values of recreation and leisure services

## MRPA by the Numbers



MRPA represents

# 116

agencies throughout the state

MRPA city agencies impact more than

# 3,454,941

residents in their communities



# 3,600+

copies of MRPA's *MINNESOTA* magazine distributed annually and on MRPA's website

# 450

Attendees at 2023 MRPA Annual Conference

# 93

organizations, cities and counties represented at the 2023 MRPA Annual Conference



# Be Visible.

## MRPA 2024 Corporate Partnership Opportunities

MRPA has developed comprehensive sponsorship opportunities for our corporate partners for the 2024 year. These opportunities outline ways for corporate members to align with MRPA and its offerings to gain marketing exposure and additional visibility within the parks and recreation profession. The 2024 partnership opportunities are as follows:

### MRPA North Star Partner

MRPA North Star partners provide the highest level of support for the Association and the parks and recreation profession. This investment provides a year-round value to companies seeking opportunities for high visibility and engagement with parks and recreation professionals in Minnesota. This investment also allows MRPA to provide quality educational opportunities with topics impacting our industry and aligning with our core values.

MRPA is grateful for our long-time partners and their dedication to the Association. Together, we have offered valuable, close-to-home education for members, which has positively impacted the communities they serve. MRPA welcomes those companies who are considering an investment with our Association and this new partnership program.

We look forward to our future conversations on opportunities that are mutually beneficial now and in the years to come.



### Education & Recreation Event Sponsor

MRPA hosts a variety of educational and recreational events throughout the year to meet members' and their communities' needs.

### Annual Conference Sponsor





The MRPA Annual Conference and Exhibit Hall is MRPA's largest event, and Minnesota's leading industry event for parks and recreation professionals, agencies, and companies. Corporate partners receive recognition throughout the 2 ½-day event while helping to provide a valuable educational offering for parks and recreation professionals.



To discuss opportunities, contact Michelle Snider at 763-571-1305 x100 or [snider@mnrpa.org](mailto:snider@mnrpa.org)

## MRPA North Star Partnership Opportunities - Benefits & Levels

These levels are determined by the combination of annual conference, educational event, and recreational event sponsorship support.

	 <b>LOON</b> <b>\$15,000</b> <i>(2 Available)</i>	 <b>LADYSLIPPER</b> <b>\$10,000</b>	 <b>WALLEYE</b> <b>\$7,500</b>	 <b>RED PINE</b> <b>\$5,000</b>
MRPA Educational/Recreational Event or Service Sponsorship	\$3,500 value	\$3,000 value	\$2,500 value	\$500 value Event selected by MRPA
1 Dedicated MRPA North Star Email Recognition	\$300 value	\$300 value	\$300 value	\$300 value
Logo and Website Link on MRPA's Website	12 months \$1,800 value	6 months \$900 value	3 months \$450 value	2 months \$300 value
MRPA Facebook Page Recognition	6 months \$300 value	3 months \$150 value	2 months \$100 value	1 month \$50 value
MRPA <i>MINNESOTA</i> Magazine North Star Logo Listing (4 issues)	\$600 value	\$600 value	\$600 value	\$600 value
Discount on <i>MINNESOTA</i> Magazine Advertising*	30% discount Up to a \$2,010 value	25% discount Up to a \$1,675 value	20% discount Up to a \$1,005 value	15% discount Up to a \$670 value
MRPA Annual Conference Event Sponsorship OR Educational Institute	\$3,000 value	\$3,000 value	\$2,500 value	\$2,500 value
MRPA Annual Conference Guide Program Ad	7.5" x 4.75" \$500 value	7.5" x 4.75" \$500 value	3.625" x 2.25" \$325 value	3.625" x 2.25" \$325 value
MRPA Annual Conference: Complimentary Exhibit Hall Booth(s)	2 Premium Booths \$1,650 value	1 Premium Booth \$825 value	1 Standard Booth \$625 value	1 Standard Booth \$625 value
Logo on Annual Conference Sponsor Banner	\$300 value	\$300 value	\$300 value	\$300 value
Complimentary Annual Conference Registrations	4 registrations \$1,760 value	2 registrations \$880 value	1 registration \$440 value	
MRPA Pre-Conference Magazine Logo Listing	\$250 value	\$250 value	\$250 value	
Article in MRPA <i>MINNESOTA</i> Magazine**	2 issues \$2,000 value	1 issue \$1,000 value		
MRPA Corporate Membership	\$625 value	\$625 value		
MRPA Annual Conference: Opportunity to Provide One-Page Promo or Small Product in Attendee Packet (Insert to be approved by MRPA)	\$700 value			
Invitation to MRPA Board Meeting	1 meeting			
Agency Director Mailing Labels (1 set)	\$500 value			
Annual General Meeting Recognition	2 tickets \$138 value			

\*Savings based on annual full page ad rates (not valid on cover spaces) - cannot be combined with other discounts or previous ad buys. \*\*Article up to 750 words plus up to three photos you supply.

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# Be Informed.

## MRPA 2024 Corporate Partnership Opportunities

### Education & Service Sponsor - Benefits & Levels

		Introduction Opportunity at Event	Complimentary Event Attendance	Logo on MRPA Website	Logo on Initiative/Event Collateral	Display Table at Event	Logo on MRPA Communication Emails	Logo on On-Site Signage
<b>MRPA Podcast Presenting Sponsor (1)</b>	<b>\$2,500</b>	✓		✓	✓	✓	✓	
<b>MRPA Podcast Episode Sponsor (8)</b>	<b>\$350</b>	✓		✓	✓	✓		
<b>Professional Awards Program (1)</b>	<b>\$2,500</b>	✓	2 tickets		✓	✓		
<b>Awards of Excellence Program (1)</b>	<b>\$2,500</b>	✓	2 tickets		✓	✓		
<b>Emerging Recreation Leaders Institute (3)</b>	<b>\$3,000</b>	✓	2 attendees		✓	✓		
<b>Fall Workshop (2)</b>	<b>\$1,500</b>	✓	1 attendee			✓		✓
<b>CPSI Course (2 per course; 1 each day)</b>	<b>\$500</b>	✓				✓		✓
<b>Leadership Seminars (4)</b>	<b>\$1,000</b>	✓	1 attendee			✓		✓
<b>Facility Trainings (4)</b>	<b>\$750</b>	✓				✓		✓
<b>Aquatics Seminars (4)</b>	<b>\$750</b>	✓				✓		✓
<b>Parks &amp; Natural Resources Seminars (4)</b>	<b>\$750</b>	✓				✓		✓
<b>Programming Seminars (4)</b>	<b>\$750</b>	✓				✓		✓
<b>Athletic Management Institute (6)</b>	<b>\$500</b>	✓			✓	✓		
<b>Diversity, Equity, Inclusion Workshop (2)</b>	<b>\$1,500</b>	✓	1 attendee			✓		✓
<b>Year-Round Educational Trainings</b>	<b>\$500 to \$2,000</b>	<i>Benefits based on sponsorship financial level (refer to other levels above; call for details)</i>						

Note: ( ) indicates number of sponsorships available at that level.

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763-571-1305 x100 or snider@mnrpa.org

# Be Active.

## MRPA 2024 Corporate Partnership Opportunities

### Recreation Sponsor - Benefits & Levels

		Logo on Website	Logo on Registration Form	Logo on Tournament Brackets	Logo in Promotional Emails	Listing in Promotional Emails	Logo on Banner at Event	Softball Team Scorebook Ad (Due By March 15, 2024)
<b>Softball State Tournaments</b>	<b>\$5,000</b>	✓	✓	✓	✓		✓	Half-Page
<b>Softball Hall of Fame Golf</b>	<b>\$100 to \$1,500</b>	Benefits based on sponsorship financial level (refer to other levels or call for details)						
<b>Pickleball Tournament (4)</b>	<b>\$350</b>			✓				

Note: ( ) indicates number of sponsorships available at that level.



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# Be Energized.

## MRPA 2024 Conference Opportunities

2024 Annual Conference | September 24-27

Mayo Clinic Health System Event Center, Mankato, MN

### SPONSORSHIP PACKAGES CAN BE CUSTOMIZED TO YOUR ORGANIZATION

Welcome to the Minnesota Recreation and Park Association (MRPA) Annual Conference, Minnesota’s leading industry show for park and recreation professionals and agencies. Meet influential leaders in the parks and recreation profession: park superintendents and directors, outdoor and therapeutic recreation specialists, facility managers, forestry professionals, environmental educators and purchasing agents from a variety of municipal, county, state, park district and private facilities.

The 2024 MRPA Annual Conference is a unique opportunity for your business to get recognized while helping provide an educational and inspirational event. Become a key sponsor and get your business in front of hundreds of park and recreation professionals and decision makers. Sponsorship opportunities and events during the four-day conference include: keynote speakers, educational workshops, networking events, exhibit hall and more.

### Conference Sponsorship Options

Visibility Package: (3 available) ..... (2 Elevator Wraps, 3 Floor Decals, and 1 Window Decal)	\$5,000
Delegate Gift (1 available) .....	\$4,000
Conference App (1 available).....	\$3,000
Luncheon (2 available) .....	\$3,000
Keynote Speaker (2 available) .....	\$3,000
Coffee Station (3 available).....	\$2,500
Exhibit Hall (1 available) .....	\$2,500
Networking Event (2 available) .....	\$2,500

Education Track .....	\$2,500 (4 available: aquatics, health, programming, or parks)
Maintenance Rodeo (4 available) .....	\$1,500
Pre-Conference Institute (2 available).....	\$1,500
Directors’ Forum (1 available).....	\$1,500
Student Support.....	\$1,500
Offsite Institute (3 available).....	\$1,000
Education Session (1 per session).....	\$500



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# Be Energized.

## MRPA 2024 Annual Conference Investment Level Benefits

BENEFITS	\$6,000	\$4,000	\$3,000	\$2,000 - \$2,500	\$500 - \$1,500
MRPA Website / Emails: Company Logo and Link	X	X	X	X	
MRPA Website / Emails: Company Listing					X
MRPA Annual Conference - Full Package Admission (1)	X	X	X		
Naming Rights for One Event or Large Space Area	X	X	X		
Logo on Conference App (App sponsor only)			X		
Exhibit Hall: One Complimentary Standard Booth Space	X	X	X	X	
Exhibit Hall: Public Address Recognition	X	X	X	X	
Conference Banner: Logo on Banner	X	X	X	X	
Conference Guide: Ad (Width x Height)	7.5" x 4.75"	7.5" x 4.75"	3.625" x 2.25"	3.625" x 2.25"	
Conference Guide: Company Logo	X	X	X	X	
Conference Guide: Company Listing					X
Pre-Conference <i>MRPA Minnesota</i> magazine: Feature Article	X				
Pre-Event <i>MRPA Minnesota</i> magazine: Company Logo	X	X	X	X	
Pre-Event <i>MRPA Minnesota</i> magazine: Company Listing					X
Opportunity to Provide One-Page Promo or Small Product in Attendee Packet (approved by MRPA)	X	X	X		
Printed Attendee Contact List	X	X	X	X	



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# MRPA North Star Partnership Opportunities 2024

## Sponsorship Agreement

Company		
Address		
City	State	Zip
Contact Name		Title
Phone	Fax	
Email		Website

SPONSORSHIP INVESTMENT	
<input type="checkbox"/>	Loon Level - \$15,000
<input type="checkbox"/>	Ladyslipper Level - \$10,000
<input type="checkbox"/>	Walleye Level - \$7,500
<input type="checkbox"/>	Red Pine Level - \$5,000
<input type="checkbox"/>	Corporate MRPA Membership (1 Year) - \$625
Total Due - \$	

**PLEASE MAKE CHECKS PAYABLE TO: MRPA**

**SUBMIT THIS FORM & PAYMENT TO:**  
 Minnesota Recreation & Park Association  
 North Star Partnership 2024  
 200 Charles Street NE  
 Fridley, MN 55432

For more information contact:  
 Michelle Snider  
 763-571-1305 ext. 100  
 snider@mnrpa.org

### NORTH STAR PARTNERSHIP SPONSORSHIP CHOICES

#### Annual Conference and Exhibit Hall Sponsorship

Please rank the top three choices aligned with your financial partnership level. For example, the Walleye Level includes an Annual Conference sponsorship at the \$2,500 level – or call MRPA to customize.

- \_\_\_ Visibility Package ..... \$5,000  
(2 Elevator Wraps, 3 Floor Decals, and 1 Window Decal)
- \_\_\_ Delegate Gift ..... \$4,000
- \_\_\_ Conference App ..... \$3,000
- \_\_\_ Luncheon ..... \$3,000
- \_\_\_ Keynote Speaker ..... \$3,000
- \_\_\_ Coffee Station ..... \$2,500
- \_\_\_ Exhibit Hall ..... \$2,500
- \_\_\_ Networking Event ..... \$2,500
- \_\_\_ Education Track ..... \$2,500  
Select one:  Aquatics  Health  Programming  Parks
- \_\_\_ Maintenance Rodeo ..... \$1,500
- \_\_\_ Pre-Conference Institute ..... \$1,500
- \_\_\_ Directors' Forum ..... \$1,500
- \_\_\_ Student Support ..... \$1,500
- \_\_\_ Offsite Institute ..... \$1,000
- \_\_\_ Education Session (1 per session) ..... \$500

#### MRPA Educational/Recreational Event or Service Sponsorship

Please rank the top three choices aligned with your financial partnership level. For example, the Walleye Level includes an Education/Recreation sponsorship at the \$2,000 level – or call MRPA to customize.

- \_\_\_ MRPA Podcast Presenting Sponsor ..... \$2,500
- \_\_\_ MRPA Podcast Episode Sponsor ..... \$350
- \_\_\_ Professional Awards Program ..... \$2,500
- \_\_\_ Awards of Excellence Program ..... \$2,500
- \_\_\_ Emerging Recreation Leaders Institute, ..... \$3,000
- \_\_\_ Diversity, Equity, Inclusion Workshop ..... \$1,500
- \_\_\_ Fall Workshop ..... \$1,500
- \_\_\_ CPSI Course ..... \$500
- \_\_\_ Aquatics Seminar ..... \$750
- \_\_\_ Leadership Seminar ..... \$1,000
- \_\_\_ Parks & Natural Resources Seminar ..... \$750
- \_\_\_ Programming Seminar ..... \$750
- \_\_\_ Athletic Management Institute ..... \$500
- \_\_\_ Year-Round Educational Trainings ..... \$500 to \$2,000

