

CPRA VIRTUAL CONFERENCE SPONSORSHIP OPPORTUNITIES



SESSION SPONSOR **Members: \$850** **Nonmembers: \$1,350**

- **5 minute pre-recorded video** at the beginning of the session
- Your logo on a **branded background** for the speaker
- The **session's first slide** branded to include your logo
- **Recognition** on all session related marketing materials
- All content will be available to attendees for **6 months**
- Your own **Sponsor** webpage
 - Showcase your company
 - Attendees can schedule **1-on-1** video meetings with you



HUDDLE SPONSOR **Members: \$750** **Nonmembers: \$1,250**

EDU-TORIAL **Members: \$1,500** **Nonmembers: \$2,000**

A huddle (or upgrade to an Edu-torial) is a meeting amongst a specific segment of CPRA's membership. Options: facility managers, fitness, active adults, athletics, aquatics, parks, therapeutic recreation, directors, and summer camps/daycare

HUDDLE SPONSOR

- **5 minutes** to speak to group
- **Recognition** as topic sponsor
- **Targeted email** to attendees
- **Guaranteed booth space** at the 2021 CPRA Annual Conference



EDU-TORIAL

- **15 minutes** to provide a mini education session/ table top
- **Recognition** as topic sponsor
- **Targeted email** to attendees
- **Guaranteed booth space** at the 2021 CPRA Annual Conference

REVERSE TRADE SHOW **Members: \$1,000** **Nonmembers: \$1,500**

- **4 CATERED OPPORTUNITIES**
 - **AQUATICS, OUTDOOR SPACES, FACILITIES & FITNESS**

Each company will be matched with 6-8 CPRA members that are decision makers. During the event, each paring will meet via Zoom for 5 minutes. Parings will be made based on member's community needs and vendor expertise. This unique and intimate experience is limited to 8 companies per Reverse Trade Show opportunity.

SPONSOR ATTENDEES

Help get our members to conference! Those sponsored will have a Zoom background branded to you! Sponsor 3 or more members and receive a sponsorship booth page (**\$149 per sponsorship**).



WHY SPONSOR CPRA'S VIRTUAL CONFERENCE?



LONGEVITY

All of the content from CPRA's conference will be available to attendees for 6 months after it airs live.

ANALYTICS

CPRA will be able to share your sponsorship ROI by tracking impressions and attendee engagement.

SCALE

At a physical conference, there are limits to the amount of people that can be in the room. Virtually, the limit does not exist!

INTERESTED IN....

BEING A THOUGHT LEADER?

SPONSOR A SESSION

Each session has been hand selected for CPRA's members to provide the best and most relevant information in the industry

GETTING MORE BRAND AWARENESS?

SPONSOR A HUDDLE

Interact with members in a casual "virtual happy hour" setting. You'll be the only vendor in the room and can get a first hand look what the industry is currently facing.

GENERATING MORE LEADS?

ATTEND THE REVERSE TRADE SHOW

Meet 1-on-1 with the attendees that need your product/service the most and make strong relevant connections.

