

2024

SPONSORSHIP BROCHURE

January 25-27, 2024 | Hyatt Regency Chicago
151 E. Wacker Drive, Chicago, Illinois



IAPD/IPRA
SOARING to
NEW HEIGHTS
CONFERENCE

IAPD
Illinois Association of Park Districts

ILLINOIS
ipra
PARK & RECREATION ASSOCIATION

ILparksconference.com

Step into the spotlight! We are delighted to present your organization with the chance to gain unparalleled exposure to over 4,000 park and recreation leaders, including elected officials, commissioners, and professionals from throughout Illinois. Don't miss this opportunity to make a lasting impression at the highly anticipated 2024 IAPD/IPRA "Soaring to New Heights" Conference, taking place at the Hyatt Regency Chicago from January 25th to 27th, 2024!

Maximize your brand visibility! Showcase your organization to key representatives from park districts, forest preserves, conservation, recreation, and special recreation agencies. Our sponsorship guide presents a wide array of opportunities for your brand to capture the attention of decision-makers.

Browse through the following pages to explore the extraordinary branding sponsorship packages we've created for you. These packages boast high-impact, target-rich opportunities that not only offer exclusivity - but also ensure the most significant touchpoints for your investment.

We appreciate your support for the park and recreation industry. Should you have any inquiries or require further information, please don't hesitate to reach out. Your participation is instrumental in making this event a success!



Sue Cottingham-Haupt
IAPD/IPRA Sponsorship Coordinator
Illinois Association of Park Districts
211 East Monroe Street
Springfield, IL 62701
Phone - (773) 859-1194
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CUSTOM RUBY

HUGE 'BIG BAR' CLING
AND
DELEGATE GIVEAWAY

\$20,000



Take advantage of this “newly” marketable space seen by everyone who enters the lobby of the Hyatt Regency Chicago. This large and highly visible space, measuring 82'W X 5'H can be home to your company's brand. Located just below the Big Bar's sky deck, your company's brand will be seen throughout the day and evening in the bustling lobby! Get your logo placed on 3,000 delegate giveaways as well. This Ruby Sponsorship **ALSO** includes everything inside the shaded text box on page 4!



DIAMOND LEVEL

DELEGATE GIVEAWAY (ONE OPPORTUNITY)

\$10,000

Gain attention by proudly displaying your logo on 3,000 attendee giveaways along with the conference logo. This highly visible sponsorship continues well after the conference is over with this take-home item. This sponsorship **ALSO** includes everything inside the shaded text box BELOW!



All Sponsorship Tiers include the following:

- Acknowledgement on signage throughout the hotel at the event.
- Acknowledgement on Soaring to New Heights Conference website (with link to your website).
- Full-page ad in the preliminary program AND final conference program; a \$2,400 value.
- Recognition and thank you in the March/April issue of the *Illinois Parks & Recreation* magazine.
- Recognition on digital displays throughout the hotel and on the in-room television channel.
- Receipt of Final attendee Registration List at the conclusion of the conference; a \$400 value.
- The opportunity to produce/supply 3,000 agreed-upon items to be included in the attendee giveaway bag. Items may include marketing materials or small, branded items promoting your products and services; a value of \$1,000.
- Recognition as a sponsor at the All-Conference Awards Luncheon (Friday), which was attended by more than 1,500 delegates/legislators in 2023.

DIAMOND LEVEL

CONFERENCE MOBILE APP

\$10,000

The app sponsorship **ALSO** includes:

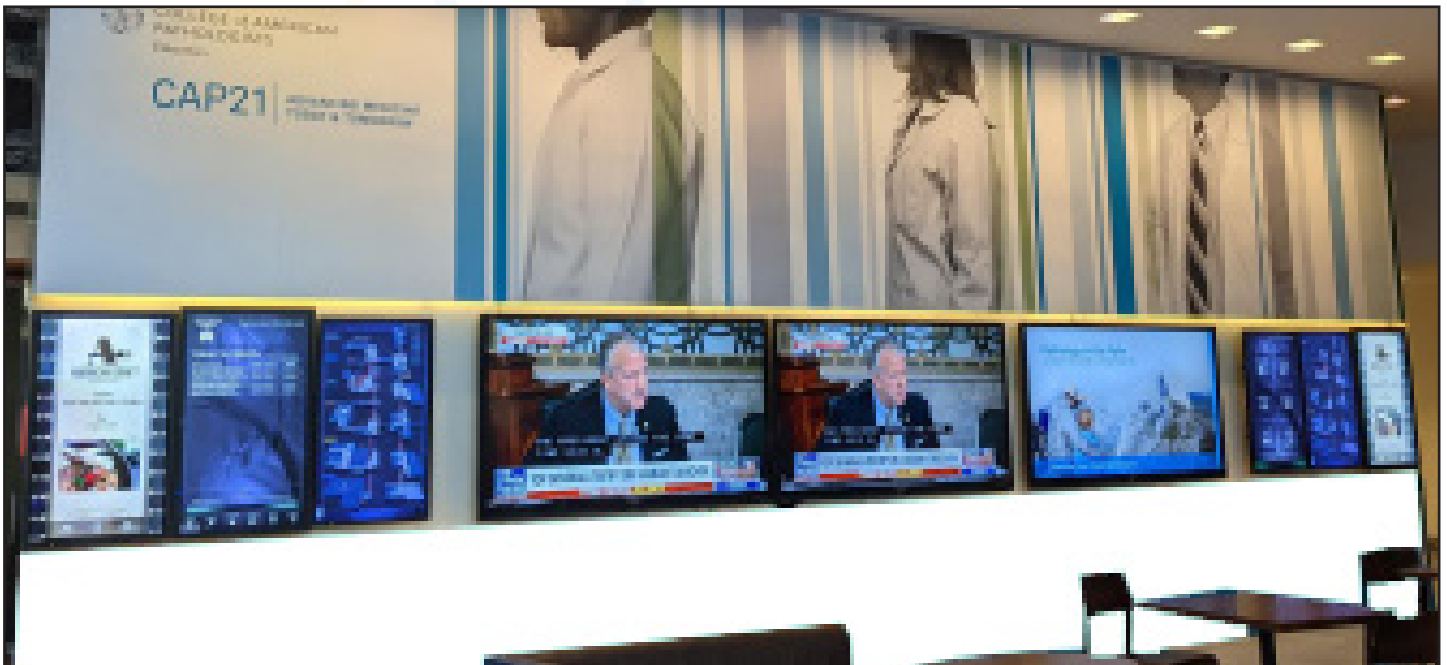
- An interactive sponsor banner ad within the app linked to your website.
- Recognition through “push” notifications; one Thursday and one Friday.
- Everything listed inside the shaded text box on page 4.



MEDIA WALL CLING

\$10,000

This huge, media wall located on the lobby level is ALWAYS being seen, whether by passers by, stock/news watchers, or those dining inside the American Craft Eatery & Bar. The wall above the TV bank measures 33' W X 6.2' H. This sponsorship **ALSO** includes everything inside the shaded text box on page 4!



PLATINUM LEVEL

PREMIERE SIGNAGE EXPOSURE

\$7,500

Maximum Exposure is what your company will get with the opportunity to advertise with (1) four-sided kiosk measuring 3' W X 7' H, (1) single-sided, hanging banner measuring 3' W x 6' H and (1) large welcome wall sign measuring 8' W x 4' H located in the Grand Foyer Conference registration area. Get your brand seen! This sponsorship **ALSO** includes everything inside the shaded text box on page 4!



The welcome wall and hanging banner can be shipped to you after conference at the sponsor's expense.

DELEGATE BADGEHOLDER AND LANYARD

\$7,500

Every attendee will be wearing your brand around their neck when your company's logo is prominently printed on the front of 3,000 conference badges **AND** lanyards. This sponsorship **ALSO** includes everything inside the shaded text box on page 4!



PLATINUM LEVEL

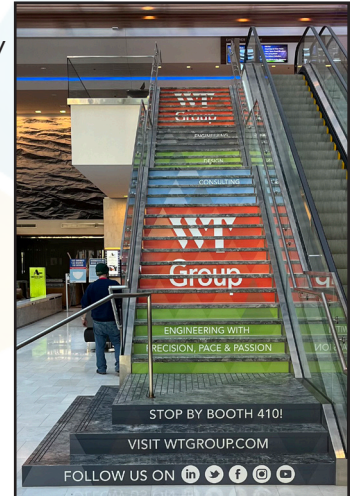
EAST TOWER LOBBY STAIRCASE

\$7,500

The Lobby Staircase will be transformed to display your message on the stairs in the East Tower Lobby. This sponsorship gives your company maximum exposure in the hotel's main lobby.

- Staircase art consists of thirty-two (32) individual pieces of artwork to create and display your message.

Platinum Level sponsorships ALSO include everything inside the shaded textbox on page 4.



4 REGISTRATION COUNTER CLINGS

\$7,500

This prime, real estate located on the registration level of the HRC is waiting for your brand! There are (4) total counter fronts measuring 9.5' W X 20.5" H. Brand them all the same or with different clings!



PLATINUM LEVEL

BEVERAGE BREAKS

\$7,500

Be an exclusive sponsor to an AM coffee break or PM iced tea break (your choice) in/ around the exhibit hall Thursday or Friday. You can also choose to sponsor an AM coffee break in the Grand Hall on Saturday. Each sponsorship includes (3) beverage stations. Your company has the opportunity to be present at one or all three of your sponsored stations to network with attendees as they enjoy a beverage, compliments of you!



CRYSTAL LEVEL

THURSDAY OPENING SOCIAL

\$6,000

Sponsor our highly attended Opening Social on Thursday, January 25 from 9 p.m. - 11:30 p.m. inside the Hyatt Regency Chicago, Grand Ballrooms. It's where everyone meets, mingles, and moves on the dance floor. This year's live band is Hello Weekend. The expected attendance is 1,200.



CONFERENCE WI-FI SPONSOR

\$6,000

The Wi-Fi sponsorship includes:

- Customized Conference password.
- Logo recognition on back of 3,000 delegate badges.
- (1) Push notification on the Conference App Thursday, Friday, and Saturday.
- Acknowledgement on signage throughout the hotel at the event.



Crystal Level sponsorships ALSO include everything inside the shaded text box on page 4.

CRYSTAL LEVEL

CONFERENCE REGISTRATION COUNTER CLINGS

\$6,000

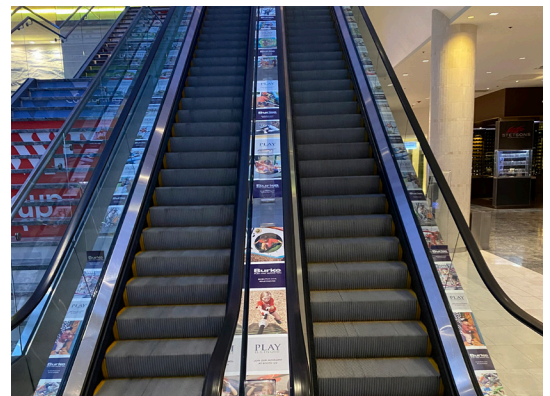
This new brandable space measures 28' W x 1.75' H in total and will be seen by everyone as it is prominently located in the Grand Foyer Conference Registration area. (2) opportunities available - four panels on the North and South side Registration counters. (4) panels can be all the same or all different. The choice is yours.



LOBBY LEVEL ESCALATOR CLINGS

\$6,000

This huge, Lobby Level to Hotel Registration Level escalator includes (3) clings with your company's branding. Each panel measures 6" W X 30' H, running the entire span of the escalator.



Crystal Level sponsorships ALSO include everything inside the shaded text box on page 4.

A LA CARTE OPTIONS

These single options may be purchased independently or paired together with a tiered sponsorship for you to create your own sponsorship opportunity. A La Carte options cost **\$3,000 each**.

MARKET TABLE CLINGS

FIVE highly visible table fronts are in the main lobby of the Hyatt Regency, Chicago. (3) measure 24" W X 40" H and (2) measure 24" W X 32 "H. Brand the complete set of table fronts to your specifications!



AMERICAN CRAFT BANNER

This generously sized, double-sided banner can bear your brand for all to see! Located inside the American Craft Bar & Open-Air Eatery (main lobby level) measures 10' W X 3' H.



HANGING SIGN

Showcase your brand on (1) hanging, double-sided sign that hangs prominently in the busiest hallway of the conference (Grand Ballroom hallway). These signs measure 4' W x 2' H.



A La Carte Sponsorships include the following:

- Acknowledgement on signage throughout the hotel at the event.
- Acknowledgement on Soaring to New Heights Conference website (with link to your website).
- A half-page ad in the preliminary program AND final conference program; a \$1,400 value.
- The opportunity to produce/supply 3,000 agreed-upon items to be included in the attendee giveaway bag. Items may include marketing materials or small, branded items promoting your products and services; a value of \$1,000.
- Recognition and thank you in the March/April issue of *Illinois Parks & Recreation* magazine.

A LA CARTE OPTIONS

WELCOME WALL SIGN

Large, single-sided, wall hanging sign located inside the bustling Grand Ballroom hallway, can be yours! This highly visible piece measures 8' W X 4' H.



KIOSK

This four-sided, 3' W X 7' H piece "pops" as people pass. Located in the lively Grand Ballroom foyer, your brand may be placed on all four sides: all (4) sides same graphic, all (4) sides different graphics, or two sides the same graphic. These pieces can be QR coded.



VERTICAL HANGING BANNER

These sharp, single-sided, hanging banners can boast your brand, measuring 3' W X 6' H. Located in the busy, Grand Ballroom hallway.



REGISTRATION LIGHT BOX


Light up your brand in the Grand Ballroom Foyer on a backlit, wall structure that measures 7' W X 2' H. Let all Conference attendees see your name in lights!



ESCALATOR RUNNER

This highly ridden escalator is found in the East Tower Garage between the garage and concourse levels of the Hyatt Regency, Chicago. Your graphics will be produced and placed directly up the center of the escalator, so those riding in both directions can see your brand. This marketable space measures 12" W X 32' H.





ADDITIONAL SPONSORSHIPS

IAPD/IPRA LEADERSHIP RECEPTION

Your company is a sponsor at this joint reception between IAPD and IPRA made up of guests from both associations, committee members, and conference sponsors at the Soaring to New Heights Conference held annually in January. The Leadership Reception is an upscale dessert and cocktail reception for more than 250 guests from park districts, forest preserves, conservation, recreation, and special recreation agencies around the state. Held on Friday, January 26, 2024, from **9:30 p.m. - 11:00 p.m.** inside the Crystal Ballroom at the Hyatt Regency Chicago, this high-end dessert and cocktail reception is host to fantastic pastries, desserts, and chocolates, for all to enjoy. A delicious, full-service coffee bar along with open bars serving cordials, mixed drinks, wines, and soft drinks are provided for everyone's enjoyment as well. A great opportunity to network with those decision makers from both IAPD and IPRA.

EVENT SPONSOR

\$3,000

Your company is the exclusive sponsor for the Leadership Reception.

Sponsor Receives:

- Company name and logo on all print and electronic materials promoting the event, including invitations, promotional flyers, and event signage and on the Soaring to New Heights Conference website.
- A half-page ad in the preliminary program AND final conference program; a \$1,400 value.
- Event sponsor recognition in Illinois Parks & Recreation Magazine (5,000 circulation), and logo with link to your website on the IAPD/IPRA STNH Conference website.
- The opportunity to display a tabletop exhibit and offer premiums and promotional items to attendees.
- The opportunity to address the attendees during the reception.
- Complimentary registration for up to (4) guests at the Leadership Reception.

DESSERT OR BEVERAGE SPONSOR

\$2,000

(Choose either Dessert or Beverage - 2 opportunities)

Sponsor Receives:

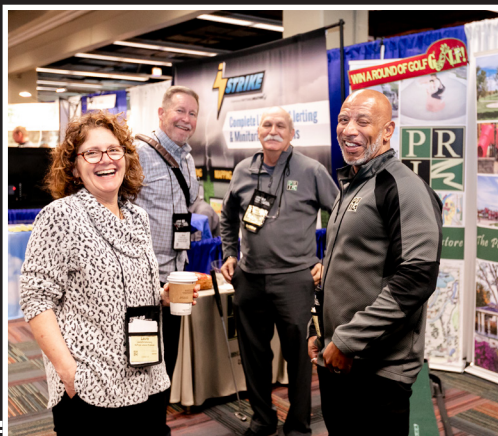
- Company name and logo on all print and electronic materials promoting the event, including invitations, promotional flyers, and event signage and on the Soaring to New Heights Conference website.
- Strong on-site logo exposure at respective dessert/beverage buffets.
- The opportunity to display a tabletop exhibit and offer premiums and promotional items to attendees.
- Complimentary registration for up to (2) guests at the Leadership Reception.



ADDITIONAL SPONSORSHIPS

RAFFLE SPONSOR

Sponsor a \$100 gift card or item of equal value (i.e., Beats ear buds, Bose speaker, Google Nest, etc.). These raffles are held in the exhibit hall multiple times each day (Thursday and Friday) and if you choose this sponsorship, your raffle will be called and gifted in front of your company's booth. Great way to generate traffic to your booth! This sponsorship also includes acknowledgement on conference signage at the event.



STUFFER

This sponsorship allows the sponsor the opportunity to produce and supply 3,000 agree-upon items or other marketing material (including promotional flyers, brochures, or other marketing material) promoting your products and services. All "stuffers" are put directly into each attendee giveaway bag. This opportunity costs \$1,000.



Registration Lists*

Stay connected with attendees both pre-and post-conference. These lists can be used as a resourceful marketing tool by sending out information prior to and after the conference.

☐ **Early Bird Registration List - \$300**
(as of 12/11/23, will receive by 12/15/23)

☐ **Pre-Registration List - \$350**
(as of 1/15/24, will receive by 1/16/24)

☐ **Final Registration List - \$400**
(will receive by 2/1/24)

*The database will include the first name, last name, title, agency, and mailing address. Some attendee email addresses may be provided. Attendees will be asked to opt in when registering for the conference to receive email marketing.

IMPORTANT DATES

August 11, 2023

Deadline for ad in the Preliminary Program

December 4, 2023

Deadline for ad in the Final Online Program

December 15, 2023

Receive Early Bird Registration List

January 8, 2024

Conference Attendee Giveaway Stuffers to IPRA

January 16, 2024

Receive Pre-Registration List

January 25-27, 2024

IAPD/IPRA Soaring to New Heights Conference

February 1, 2024

Receive Final Registration List



CONTACT INFORMATION

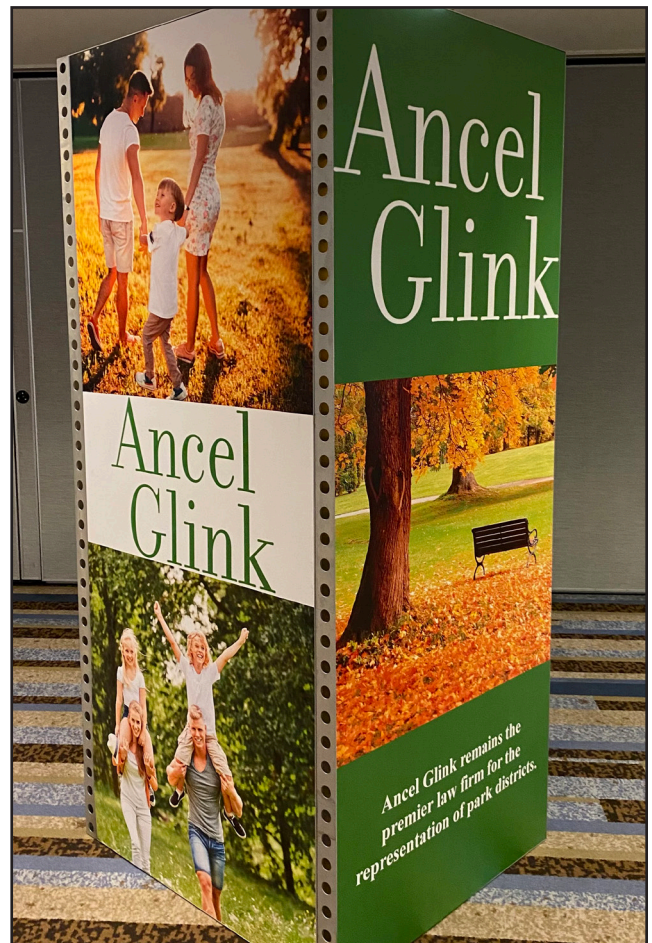
Company Name _____
Authorizing Name _____
Signature _____
Company Contact _____
Phone _____
Mailing Address _____
City _____ State _____ ZIP _____
Email Address _____
Booth Number _____

PAYMENT INFORMATION

To make a payment, contact Sue Cottingham at suecottingham@outlook.com or (773) 859-1194.

PLEASE REMIT COMPLETED ORDER FORM TO:

Sue Cottingham-Haupt
IAPD/IPRA Sponsorship Coordinator
Illinois Association of Park Districts
211 East Monroe Street
Springfield, IL 62701
phone (773) 859-1194
fax (847) 496-5246
suecottingham@outlook.com



2024 IAPD/IPRA SOARING TO NEW HEIGHTS CONFERENCE

SPONSORSHIP ORDER FORM

Check all sponsorships you wish to purchase:

Custom Ruby - \$20,000 (One Sponsor)

- ☐ Big Bar Cling & Delegate Giveaway

Diamond - \$10,000 (Select one)

- ☐ Delegate Giveaway
☐ Conference App
☐ Media Wall

Platinum - \$7,500 (Select one)

- ☐ Premiere Signage Exposure
☐ Delegate Badgeholder/Lanyard
☐ East Tower Lobby Staircase
☐ Hyatt Regency Hotel Registration Counters (total four counters)
☐ (Beverage Break (Expo Hall: AM or PM Thurs.; AM or PM Fri.; Grand Hall, AM Sat.) - Circle Choice

Crystal - \$6,000 (Select one)

- ☐ Opening Social
☐ Wi-Fi
☐ Conference Registration counters (total four counters) North or South Side - Circle Choice
☐ Escalator Runner - Lobby level to Hotel Registration level

A La Carte or Add on options - \$3,000

- ☐ Market Table Clings
☐ American Craft Banner
☐ Hanging Sign
☐ Welcome Wall
☐ Kiosk
☐ Vertical Banner
☐ Registration Light Box
☐ Escalator Runner - East Tower Garage Level to Concourse level
☐ (1) Leadership Reception
☐ Leadership Reception/Event Sponsor
☐ Leadership Reception Dessert or Beverage Sponsor (circle one) - **\$2,000**

☐ **Stuffer - \$1,000**

☐ **Raffle Sponsor: Gift Card/Item (min value \$100)**

- Quantity _____

Total Sponsorship(s) \$ _____

CONTACT INFORMATION

Company Name _____
Authorizing Name _____
Signature _____
Company Contact _____
Phone _____
Mailing Address _____
City _____ State _____ ZIP _____
Email Address _____
Booth Number _____

PAYMENT INFORMATION

To make a payment, contact Sue Cottingham at suecottingham@outlook.com or (773) 859-1194.

SPONSORSHIP POLICIES

Sponsorship opportunities are limited and will be awarded on a first paid basis. Unless otherwise provided herein, all listed sponsorship benefits will be met to the extent that payment is received in sufficient time to meet printing, promotional and other deadlines. Otherwise, sponsorship benefits are not guaranteed and will only be met to the best of the ability of IAPD/IPRA. IAPD/IPRA reserves the right: 1) to alter the format of, and/or postpone and reschedule the conference for any reason within their sole discretion, and 2) to provide sponsorship benefits at that time in any format that they determine is allowable within their sole discretion. In the unlikely event that the conference is cancelled, the sponsor will only be entitled to reimbursement to the extent that IAPD/IPRA receives payment for such sponsorship pursuant to an event cancellation insurance policy, if any. IAPD/IPRA reserves the right to accept or reject all sponsorship offers within their sole discretion.

PLEASE REMIT COMPLETED ORDER FORM TO:

Sue Cottingham-Haupt
IAPD/IPRA Sponsorship Coordinator
Illinois Association of Park Districts
211 East Monroe Street
Springfield, IL 62701
Phone - (773) 859-1194
fax (847) 496-5246
suecottingham@outlook.com



To purchase a Registration List, see page 14 for details and payment information.



Hyper-targeted.

Directly reach your customers in *Illinois Park & Rec* magazine and the **2024 Buyer's Guide!**



Who can you reach?

Our magazine and buyer's guide readers are elected officials and recreation professionals who run the daily operations of the state's park districts, nature centers, recreation programs, conservation areas, and parks. They include more than 2,500 commissioners, directors, and superintendents who have direct authority for park and recreation agency budgets across the state – **more than \$1 billion of combined spending.**

Advertising and cross-promotion at conferences **helps keep your company top-of-mind** when it comes to ordering products or services.

IP&R MAGAZINE FAST FACTS:

5,200 magazines printed and distributed

6 issues published annually - both in print and online.

Advertising rates as low as **\$325**

Soaring to New Heights
Conference sponsors and exhibitors can save

\$1,530+
annually

when you reserve your 2023-24 IP&R magazine ads by September 1, 2023.
Special multi-issue rates now available!



September-October magazine features the complete 2023 Soaring to New Heights Pre-Conference Guide. Promote your exhibit hall booth!

Special 2023-24 Advertising Rates*

Reserve your ad(s) by September 1, 2023 to receive these special rates!

Single Issue Rates		Multi-Issue Rates (3+ issues)	
SPONSOR/EXHIBITOR RATE	REGULAR RATE	SPONSOR/EXHIBITOR RATE	REGULAR RATE
Back cover	\$1,335	\$1,285 per issue	\$1,475 per issue
Inside front cover	\$1,295	\$1,125 per issue	\$1,300 per issue
Center spread	\$1,990	\$1,820 per issue	\$2,075 per issue
Full-page	\$1,090	\$975 per issue	\$1,125 per issue
Half-page	\$695	\$655 per issue	\$685 per issue
Quarter-page	\$585	\$560 per issue	\$595 per issue

Upcoming Deadlines & Editorial Content**

July/Aug 2023 <i>Deadline: July 15, 2023</i>	• Celebrating Creativity – Ingenious Ideas from Illinois Agencies
Sept/Oct 2023 <i>Deadline: August 30, 2023</i>	• Leadership, Governance, Law • Soaring to New Heights Pre-Conference Program
Nov/Dec 2023 <i>Deadline: Sept. 30, 2023</i>	• Engaging the Public in Park Districts • 2022 Gala Award Winners • 2023 Legal Calendar
2024 Buyers' Guide <i>Deadline: Dec. 21, 2023</i>	Highlights IAPD & IPRA commercial partners Email Todd at todd@pernstainer.com for advertising details.
Jan/Feb 2024 <i>Deadline: Dec. 21, 2023</i>	• Diversity, Equity and Inclusion: Creating a Path
March/April 2024 <i>Deadline: Jan. 30, 2024</i>	• Embracing Technology • Photo Contest Winners
May/June 2024 <i>Deadline: March 30, 2024</i>	• Make a Splash Through Aquatics The essential resource for aquatics products

*Sponsorship or exhibit booth must be reserved by September 1, 2023. Not valid on previously placed advertising. No magazine ad payments are due until each issue's deadline. **Content subject to change.



Click here to view the advertising rate card.

Park and recreation decision makers WILL see your advertising!

The official magazine of Illinois Association of Park Districts and Illinois Park and Recreation Association



Questions? Contact Todd Pernsteiner for details at todd@pernstainer.com or (952) 841-1111