

SOARING TO NEW HEIGHTS

Sponsorship Guide

January 29-31, 2026

IAPD
Illinois Association of Park Districts

ILLINOIS
ipra
PARK & RECREATION ASSOCIATION



IAPD/IPRA
SOARINGto
NEW HEIGHTS
CONFERENCE

Hyatt Regency Chicago | 151E. Wacker Drive, Chicago, Illinois

ILparksconference.com

Step into the spotlight! We are delighted to present your organization with the chance to gain unparalleled exposure to over 4,200 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 2026 IAPD/IPRA "Soaring to New Heights" Conference, taking place at the Hyatt Regency Chicago from January 29-31, 2026!

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!



Tracey Gallik
IAPD/IPRA Sponsorship Coordinator
Illinois Association of Park Districts
211 East Monroe Street
Springfield, IL 62701
Phone - (773) 339-0456
tgallik4@gmail.com



DIAMOND LEVEL

DELEGATE GIVEAWAY

\$11,000

Gain attention by proudly displaying your logo on our attendee giveaway along with the conference logo. This highly visible sponsorship continues well after the conference is over with this take-home item. This sponsorship includes the opportunity to hand out the delegate giveaway bag at your booth inside the exhibit hall and everything inside the shaded text box below.



All Diamond, Platinum, Gold and Silver Sponsorship Tiers include the following:

- Acknowledgement on sponsor signage throughout the hotel at the event.
- Acknowledgement on the Soaring to New Heights Conference website; ilparksconference.com (with link to your website).
- Full-page ad in the preliminary program (printed) AND final conference program (on-line); 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 be included in our virtual tote bag; a value of \$300.
- Recognition as sponsor at the All-Conference Awards Luncheon (Friday), which attracts more than 1,500 delegates/legislators.
- Recognition at the Conference Keynote Session (Saturday).
- Recognition on brand new 2026 Conference social media platforms. You will be one of the first to be highlighted! (Diamond, Platinum, and Gold Levels).

PLATINUM LEVEL

CONFERENCE KEYNOTE

(2 OPPORTUNITIES)

\$10,000

NEW!
Opening
Thursday
Keynote

An exclusive sponsorship opportunity for the opening keynote and one for the closing keynote at the Soaring to New Heights Conference. Branding offerings are available within the promotion of the presenter and keynote. The sponsoring company will have the opportunity to provide literature for the attendees upon arrival at the entrances. A company representative may address the audience (maximum 5 minutes) and show a video (maximum 3 minutes) prior to the start of the keynote. The opening keynote is scheduled 9:45 a.m. - 11 a.m. on Thursday, January 29, 2026 and the closing keynote from 9:00 a.m. – 10:00 a.m. on Saturday, January 25, 2025, both in the Grand Ballroom at the Hyatt Regency Chicago. Anticipated attendance is more than 1,200 park and recreation attendees.



DON'T SEE A TIERED SPONSORSHIP THAT FITS YOUR NEEDS? SCROLL DOWN TO OUR A LA CARTE OPTIONS ON PAGES 12-17 AND MAKE YOUR OWN!

Platinum level sponsorships ALSO include everything inside the shaded text box on page 3.

GOLD LEVEL

CONFERENCE MOBILE APP & WI-FI

(EXCLUSIVE)

\$7,500

CONFERENCE MOBILE APP

The Conference app provides your company a unique way to market to this tech savvy attendee base. Deliverables include a banner that runs on the Conference app daily for the duration of the conference and on-site signage as well as a push notification each day of the conference (3 days).



CONFERENCE WI-FI

Provide Wi-Fi for the Soaring to New Heights conference and develop a completely unique way to interact with the Conference attendees with your company's personalized password. Your logo will be included in signage notifying attendees on how to access the Wi-Fi. In addition, your logo will appear on the back of every conference attendee and exhibitor name badge. This includes a hyperlink to your company website and recognition in the final Conference program.



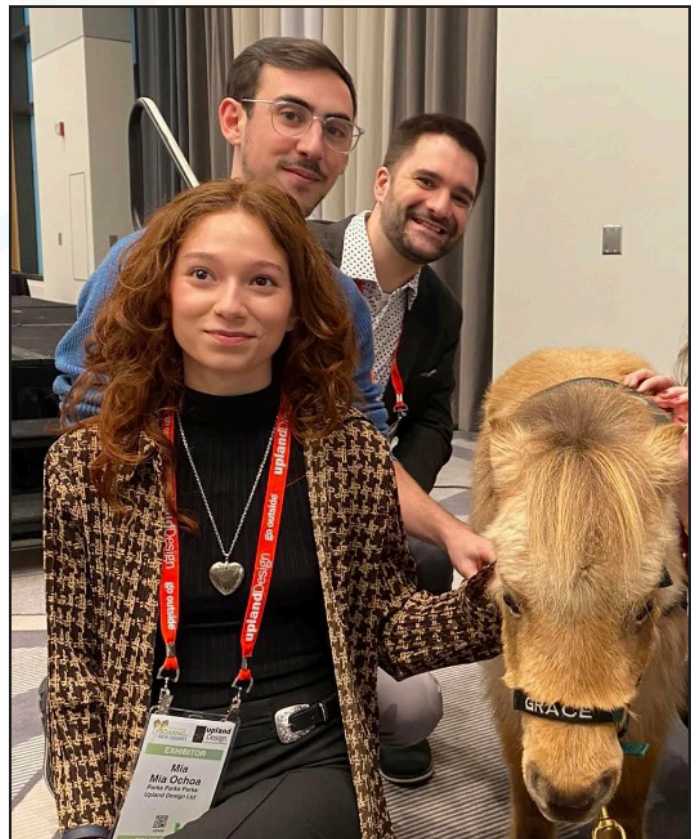
Gold level sponsorships ALSO include everything inside the shaded text box on page 3.

GOLD LEVEL

DELEGATE/EXHIBITOR NAME BADGE AND LANYARD

\$7,500

Every attendee and exhibitor will be wearing your brand around their neck when your company's logo is prominently printed on the front of 3,000 conference attendee name badges and 1,500 exhibitor name badges and lanyards.



OUR A LA CARTE OPTIONS ON PAGES 12-17, ARE PRICED BETWEEN \$300 - \$4,000. GREAT PRICE POINTS THAT CARRY A “BRAND SLAM!”

Gold Level sponsorships ALSO include everything inside the shaded textbox on page 3.

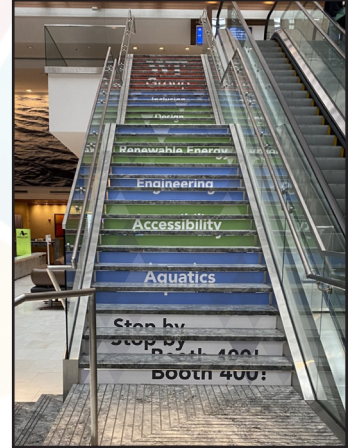
GOLD LEVEL

EAST TOWER LOBBY STAIRCASE

\$7,500

The Lobby Staircase will be transformed to display your company's messaging 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.



HYATT REGISTRATION COUNTER CLINGS

\$7,500

This prime real estate located on the registration level of the Hyatt Regency Chicago 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!



Gold Level sponsorships ALSO include everything inside the shaded textbox on page 3.

SILVER LEVEL

CONFERENCE REGISTRATION COUNTER CLINGS

\$6,000

This 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. There is opportunity available - four panels on the North side registration counter. Panels can be all the same or all different, the choice is yours.



THURSDAY NIGHT OPENING SOCIAL

\$6,000

Sponsor our highly attended Opening Social on Thursday, January 29 from 9 p.m. - 11:30 p.m. inside the Hyatt Regency Chicago, Grand Ballroom. It's where everyone meets, mingles, and moves on the dance floor. This year's live band is a "must see!" The expected attendance is 1,200.



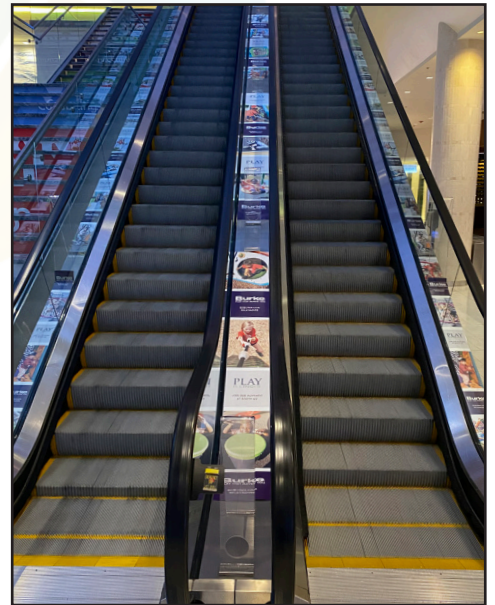
Silver Level sponsorships ALSO include everything inside the shaded text box on page 3.

SILVER LEVEL

LOBBY LEVEL ESCALATOR CLINGS & EAST TOWER GARAGE LEVEL \$6,000

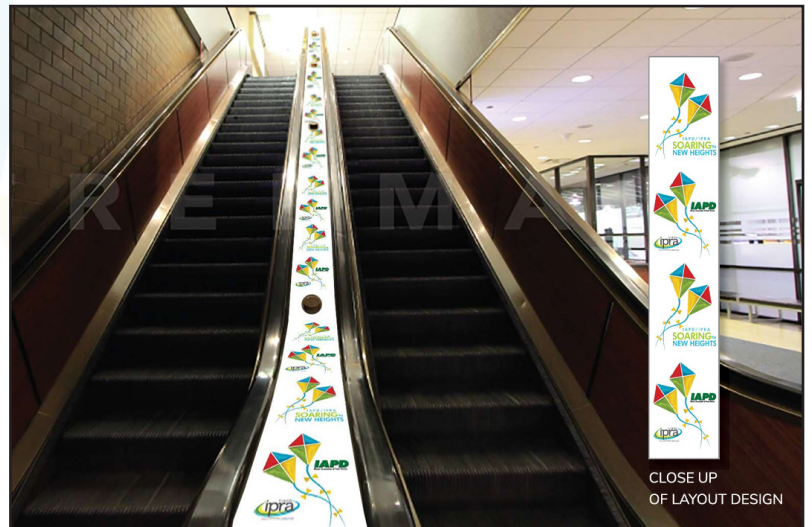
LOBBY ESCALATOR

This highly visible escalator that moves conference goers from the lobby level to hotel registration level and back, will include three clings with your company's branding. Each panel measures 6" W X 30' H, running the entire span of the escalator.



EAST TOWER GARAGE ESCALATOR

This well traveled escalator is located in the East Tower 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 conference goers riding in both directions can see your brand. This marketable space measures 12" W X 32' H.



CLOSE UP
OF LAYOUT DESIGN

Silver Level sponsorships ALSO include everything inside the shaded text box on page 3.

BRONZE LEVEL

3-DAY EDUCATIONAL TRACK SPONSORSHIP

\$5,000

As the sponsor of an Educational Track, you will receive recognition on the conference website, track recognition in our final conference brochure, and on conference signage. You will receive a table in the back of the room to display materials or giveaways and one of your representatives may attend this session. Sessions are divided into specialized tracks which enable each sponsor to target a highly motivated audience. Track sponsors receive recognition at every session within the track topic category by the moderator as well.

Sponsorship opportunities are per track per day in the following areas:

BOARDMANSHIP
DIVERSITY
FACILITIES
FINANCE/INFORMATION TECHNOLOGY
GOVERNANCE/LEGAL
HR/RISK MANAGEMENT
LEADERSHIP/MANAGEMENT
MARKETING/COMMUNICATIONS
PARKS/NATURAL RESOURCES
RECREATION
THERAPEUTIC RECREATION
FOREST PRESERVE AND CONSERVATION



Bronze sponsorships include the following:

- Acknowledgement on sponsor signage throughout the hotel at the event.
- Acknowledgement on the Soaring to New Heights Conference website; ilparksconference.com (with link to your website).
- Full-page ad in the preliminary program (printed) AND final conference program (on-line); 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 be included in our virtual tote bag; a value of \$300.
- Recognition as sponsor at the All-Conference Awards Luncheon (Friday), which attracts more than 1,500 delegates/legislators.
- Recognition at the Conference Keynote Session (Saturday).

BRONZE LEVEL

CRYSTAL BALLROOM LED SCREEN

\$5,000

Located in the West Tower of the Hyatt Regency, Chicago, this brand new, GIANT LED screen can showcase your brand to everyone passing by! Measuring 28.80' H X 26.88' W, there is NO way your company's brand won't be seen! (Images are accepted in either a JPEG or PNG format; videos in an MP4 or WMV format. 30 FPS with file not to exceed 3GB).





A LA CARTE OPTIONS

IAPD/IPRA LEADERSHIP RECEPTION

EVENT SPONSOR

\$4,000

Your company is a sponsor for this joint leadership reception between IAPD and IPRA made up of guests from both associations, committee members, and conference sponsors at the Soaring to New Heights Conference. 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. This by invitation only reception is held on Friday, January 30, 2026, from 9:30 p.m. - 11:00 p.m. in the spectacular Crystal Ballroom, Hyatt Regency Chicago. This high-end dessert and cocktail reception features delicious pastries, desserts, and chocolates for all to enjoy. A 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.

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 (ilparksconference.com).
- 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 (ilparksconference.com).
- The opportunity to display a tabletop exhibit and offer premiums and promotional items to attendees.
- Complimentary registration for up to (4) guests at the Leadership Reception.
- A full-page ad in the preliminary program AND final conference program; a \$1,400 value.
- The opportunity to be included in our virtual tote bag; a value of \$300.



A LA CARTE OPTIONS

\$3,000

These single options may be purchased independently or paired together for you to create your own sponsorship opportunity.

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.



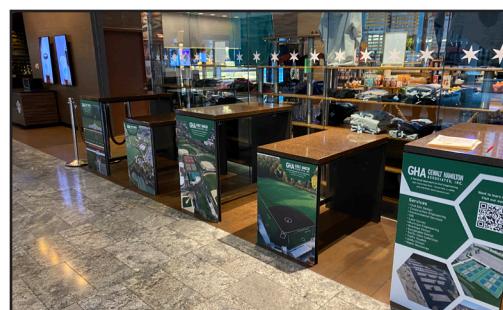
KIOSK

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



MARKET TABLE CLINGS

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



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.



A La Carte \$3,000 Sponsorships include the following:

- Acknowledgement on signage throughout the hotel at the event.
- Acknowledgement on Soaring to New Heights Conference website (ilparksconference.com) (with link to your website).
- A half-page ad in the preliminary program (printed) AND final conference program (online); a \$1,400 value.
- The opportunity to be included in our virtual tote bag, a value of \$300.
- Recognition and thank you in the March/April issue of *Illinois Parks & Recreation* magazine.



A LA CARTE OPTIONS

\$2,500

LEADERSHIP RECEPTION SPONSOR

(Choose either Dessert or Beverage - 2 opportunities)

LEADERSHIP RECEPTION BEVERAGE SPONSOR



LEADERSHIP RECEPTION DESSERT SPONSOR



A La Carte \$2,000 Leadership Reception Sponsorships include the following:

- Company name and logo on all printed and electronic materials promoting the event, including invitations, promotional flyers, and event signage and on the Soaring to New Heights Conference website (ilparksconference.com).
- 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.
- Opportunity to be included in our virtual tote bag, a \$300 value.



A LA CARTE OPTIONS

\$2,000

EDUCATIONAL TRACK SPONSORSHIP

As the sponsor of an Educational Track, you will receive recognition on the conference website, track recognition in our final conference brochure, and on conference signage. You will receive a table in the back of the room to display materials or giveaways and one of your representatives may attend this session. Sessions are divided into specialized tracks which enable each sponsor to target a highly motivated audience. Track sponsors receive recognition at every session within the track topic category by the moderator as well.

Sponsorship opportunities are per track per day in the following areas:

- BOARDMANSHIP
- DIVERSITY
- FACILITIES
- FINANCE/INFORMATION TECHNOLOGY
- GOVERNANCE/LEGAL
- HR/RISK MANAGEMENT
- LEADERSHIP/MANAGEMENT
- MARKETING/COMMUNICATIONS
- PARKS/NATURAL RESOURCES
- RECREATION
- THERAPEUTIC RECREATION
- FOREST PRESERVE AND CONSERVATION



A La Carte \$2,000 Sponsorships include the following:

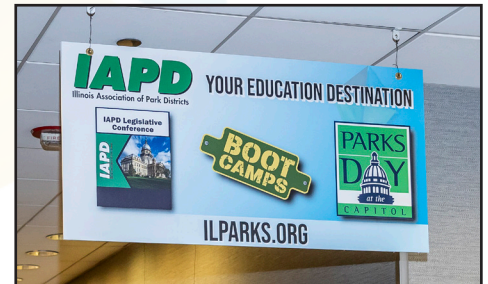
- Acknowledgement on signage throughout the hotel at the event.
- Acknowledgement on Soaring to New Heights Conference website (ilparksconference.com) (with link to your website).
- The opportunity to be included in our virtual tote bag, a value of \$300.
- You will receive a table in the back of the room to display materials or giveaways and one of your representatives may attend this session

A LA CARTE OPTIONS

\$1,000

HANGING SIGNS

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.



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!



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.





A LA CARTE OPTIONS

\$300

VIRTUAL TOTE BAG

The Virtual Tote Bag – Using a fully integrated online platform, sponsors can create their unique ad/flyer, which then becomes part of the virtual tote bag, seen by all conference attendees using the mobile app. The Virtual Tote Bag option allows you to deliver the information and/or exclusive offers in an efficient, cost effective, and sustainable manner.



A LA CARTE OPTIONS

\$100

EXHIBIT HALL RAFFLE SPONSOR

Sponsor a \$100 gift card(s) or item of at least 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. This is a great way to generate traffic to your booth! This sponsorship also includes acknowledgement on conference sponsor signage at the event. There is NO cost to participate, JUST the cost of the \$100 gift card or gift of at least equal value. Please bring it to conference with you and turn it in at Exhibitor Registration upon arrival. The gift card/gift will be returned to your booth for calling/gifting.





RECEPTION SPACE RENTAL \$1,000



Opportunity to have a private reception on site at the Hyatt Regency Chicago. Set up your own personal reception with Soaring to New Heights Conference attendees. Sponsor responsible for AV, F&B, or other items ordered with the Hyatt Regency.



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 12/19/25, will receive by 12/22/25)

Pre-Registration List - \$350
(as of 1/16/26, will receive by 1/19/26)

Final Registration List - \$400
(will receive by 2/9/26)

*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 15, 2025
Deadline for ad in the Preliminary Program

December 1, 2025
Deadline for ad in the Final Online Program

December 22, 2025
Receive Early Bird Registration List

January 9, 2026
Virtual Goodie Bag PDF's due to IPRA. Send to Cindy@ilipra.org

January 19, 2026
Receive Pre-Registration List

January 29-31, 2026
IAPD/IPRA Soaring to New Heights Conference

February 9, 2026
Receive Final Registration List



2026 IAPD/IPRA SOARING TO NEW HEIGHTS CONFERENCE SPONSORSHIP ORDER FORM

Circle all sponsorships you wish to purchase:

Diamond - \$11,000

Delegate Giveaway

Platinum - \$10,000 (Select one)

Conference Opening Keynote

Conference Closing Keynote

Gold - \$7,500 (Select one)

Conference App & Wi-Fi

Delegate Badgeholder/Lanyard

East Tower Lobby Staircase

Hyatt Regency Hotel Registration Counters

Silver - \$6,000 (Select one)

Conference Registration counters South Side

Conference Registration counters North Side

Thursday Night Opening Social

Escalator Runners - Lobby level to Hotel Registration level & ET Garage to Concourse Level Escalators

Bronze - \$5,000 (Select One)

3-Day Education Track

Crystal Ballroom LED Screen

A La Carte - \$4,000

Leadership Reception Event Sponsor

A La Carte - \$3,000 (Select One)

American Craft Banner

Kiosk

Market Table Clings

Welcome Wall

A La Carte - \$2,500 (Select One)

Leadership Reception Beverage Sponsor

Leadership Reception Dessert Sponsor

A La Carte - \$2,000 Per Day (Select One)

Educational Track (circle quantity) 1 day 2 days

A La Carte - \$1,000 (Select One)

Hanging Sign

Registration Light Box

Vertical Hanging Banner

A La Carte - \$300

Virtual Tote Bag

A La Carte - \$100

Supply a \$100 Exhibit Hall Gift Card or gift of at least equal value

- Gift Card/Gift Quantity _____

Reception Space Rental - \$1,000

Registration Lists <Circle Selection(s)>

Early Bird List \$300

Pre-Registration List \$350

Final Registration List \$400

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 Tracey Gallik at tgallik4@gmail.com or (773) 339-0456.

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:

Tracey Gallik

IAPD/IPRA Sponsorship Coordinator

Illinois Association of Park Districts

211 East Monroe Street

Springfield, IL 62701

Phone - (773) 339-0456

tgallik4@gmail.com



To purchase a Registration List, see page 18 for details and payment information.



Hyper-targeted.

Directly reach potential customers in *Illinois Park & Rec* magazine and the *IP&R Buyer's Guide*!



September-October magazine issue features the complete **2026 Soaring to New Heights Pre-Conference Guide + Aquatics Trends & Facilities!**

Who can you reach?

Our magazine readers manage the daily operations of the state's park districts, nature centers, recreation programs, conservation areas, and parks. Staff 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 **\$575**

Reserve now and save up to

\$1,250!

Reserve your **2025-26 magazine** and **2026 Buyers' Guide** ads now for special multi-issue rates!



PACKAGE OPTION 1

- **2026 IP&R Buyers' Guide:** Full-page ad, featured product/service listing, logo listing, 25-word company description, two additional yellow pages categories
- **IP&R Magazine:** 3 full-page ads (Sept.-Oct. '25, Nov.-Dec. '25 and Jan.-Feb. '26)

Package value: \$6,290 | **Your package rate: \$5,032**

PACKAGE OPTION 2

- **2026 IP&R Buyers' Guide:** Half-page ad, featured product/service listing, logo listing, 25-word company description, one additional yellow pages category
- **IP&R Magazine:** 3 half-page ads (Sept.-Oct. '25, Nov.-Dec. '25 and Jan.-Feb. '26)

Package value: \$4,085 | **Your package rate: \$3,268**

SINGLE ISSUE OPTIONS

See sizes at www.bit.ly/IPRmagazine2025

2026 IP&R Buyer's Guide

EARLY-BIRD (BY OCT. 1) REGULAR RATE

Back cover	\$1,465	\$1,820
Full-page	\$1,056	\$1,320
Half-page	\$692	\$865
Quarter-page	\$552	\$690
Logo listing	\$165	\$175

Discounted, multi-issue rates also available!

2025-2026 IP&R Magazine

SAVE MORE W/MULTIPLE ISSUE ADS

Back cover	\$1,568
Inside front cover	\$1,388
Full-page	\$1,220
Half-page	\$792
Third-page	\$705
Quarter-page	\$625

September-October magazine features the complete 2026 Soaring to New Heights Pre-Conference Guide. Promote your booth!

Important advertising deadlines:

September-October 2025 IP&R magazine	August 1, 2025
November-December 2025 IP&RR magazine	October 1, 2025
January-February 2025 IP&R magazine	December 1, 2025
2026 IP&R Buyer's Guide	February 6, 2026

*Not valid on previously placed advertising. Ad payments will be billed at each issue's deadline.

Download the advertising media kit :
www.bit.ly/IPRmagazine2025

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



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