



PARK & RECREATION ASSOCIATION

Learn. Connect. Inspire.



SPONSORSHIP PROSPECTUS



2025

Illinois Park & Recreation Association
www.ilipra.org

Sponsorship Prospectus

CONFERENCES • EDUCATION • EVENTS • NETWORKING



Learn. Connect. Inspire.

At the Illinois Park & Recreation Association (IPRA), our mission is to provide and promote exceptional standards of education, networking, and resources for all professionals in the Illinois park, recreation, and conservation communities. IPRA Membership is made up of more than 3,000 park and recreation and conservation professionals throughout Illinois that participate in IPRA education and programs, conference, events and networking.

As an IPRA partner, your organization will have the opportunity to interact with:

- Executive and Deputy Directors
- Parks Superintendents
- Recreation Superintendents
- Parks and Planning Directors
- Administrative and Finance Personnel
- IT Personnel, HR, Marketing Professionals
- Therapeutic Recreation Professionals
- Parks Operations and Maintenance Personnel
- Facility Managers and Directors
- Recreation Managers and Directors
- Conservation Specialists
- Fitness Managers
- Athletic Managers and Supervisors
- Aquatics Managers and Supervisors
- Landscape Professionals
- Early Childhood Professionals
- Special Facilities Professionals
- Summer Camp Managers

IPRA members are always in need of the following products and services, to name a few:

Hardware

- Computers—Servers
- Desktops & Notebooks
- Audio Visual
- Cable/Networking
- Phones
- Printers

Equipment

- Fitness
- Aquatic
- Facility
- Maintenance
- Playground
- Gymnasium
- Parks

Software

- Accounting/Finance
- Automated Forms
- Budgeting
- Recreation Management
- Document Management
- Imaging Scanning
- Information Management
- Data/Analytics
- Security Systems
- Time Entry/Tracking
- Timekeeping/Billing
- Voice Recognition
- Accreditation
- Asset Management
- Playground Inspections

Services

- Landscape Architects
- Signage
- Apparel
- Advertising/Printing
- Cloud Computing
- E-Mail Management
- Filing Systems
- Payroll Processing
- Telephone Services/Cellular
- Video Conferencing
- Web Site Development/Design
- Social Media
- Catering



3,000+
Number of IPRA
Members



20,000
ilipra.org monthly
page views



10,000+
Social media
followers

Illinois Delegate Reception at NRPA



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Join us at NRPA where we host our members at our annual Illinois Delegate Social during the NRPA Annual Conference. Typically, we see 250+ Illinois delegates to attend, and we would like to invite you to partner with us during this highly anticipated event!


Platinum Partnership
\$2,000


Gold Partnership
\$1,000


Silver Partnership
\$750

SPONSORSHIP LEVELS AND BENEFITS	PLATINUM	GOLD	SILVER
Acknowledgement in IPRA Annual Report			
Dedicated post on IPRA social media platforms (reach over 10K)			
Attendee list			
Tickets to Social (4 for Platinum, 2 for Gold) with opportunity to provide giveaways onsite and/or bring your own signage (subject to approval)			
Logo and website link included on event registration page, emails, social media posts, and newsletter recognition			
Logo and link on website event/registration page			
Logo on signage provided by IPRA			






Professional Development School (PDS)



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Professional Development School (PDS) is a unique, always-sold-out training opportunity, and is IPRA's longest-standing educational program, serving thousands of our members for more than 40 years. PDS provides park, recreation and conservation professionals across Illinois with an experience unlike any other in the field. Dedicated to their personal development and career advancement, they work to sustain and better the agencies and communities they serve.

PDS offers the highest quality education in a small, student-focused atmosphere. PDS graduates tell amazing stories about how PDS brought them career and promotion opportunities as well as lifelong friendships.

 Platinum Partnership \$1,000	 Gold Partnership \$750	 Silver Partnership \$500
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SPONSORSHIP LEVELS AND BENEFITS	PLATINUM	GOLD	SILVER
QR code of pre-recorded 1 min video clip to welcome attendees or attend/speak at a lunch or dinner (includes meal for 2 with attendees)	✓		
Highlighted during the entirety of PDS with announcements before sessions & signage	✓		
Email thank you to all attendees with your personalized message	✓		
Exposure in IPRA newsletter (2)	✓	✓	
Collateral/items included in PDS participant check-in packets	✓	✓	
Logo and link on website event/registration page	✓	✓	✓
Logo on ebrochure/PDF/print materials	✓	✓	✓
Logo printed on volunteer shirts	✓	✓	✓

The IPRA ProConnect Mentorship Program is an award-winning program designed to create an innovative partnership between three people based on their commitment to the mentoring process, common goals/expectations, mutual trust and respect. This program takes place over four months with four events.

- February – Social/Team Building Event
- March – Educational Event
- April – Service Event
- May – Culmination Event

Be a partner to help participants achieve their goals of:



Establishing mentorship as an integral component of the Illinois parks and recreation profession with opportunities for enhanced professional development in all disciplines.



Continually developing academic and operational mentoring resources as best practice tools.



Ensuring leadership succession through a planned inclusive process.



Platinum Partnership
\$1,000



Gold Partnership
\$750



Silver Partnership
\$500

SPONSORSHIP LEVELS AND BENEFITS	PLATINUM	GOLD	SILVER
Three-month ad on IPRA home page	✓		
Table and lunch with attendees at educational event	✓		
Email thank you to all attendees with your personalized message	✓		
Collateral given out at registration for all (4) events	✓	✓	
Exposure in IPRA newsletter (2)	✓	✓	
Logo and link on website event/registration page	✓	✓	✓
Logo on ebrochure/PDF	✓	✓	✓

Certified Playground Safety Inspector (CPSI) Courses



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SPRING AND FALL

The CPSI certification program, co-hosted by NRPA and IPRA, provides the most comprehensive and up-to-date training on playground safety issues including hazard identification, equipment specifications, surfacing requirements and risk management methods. IPRA co-hosts the course three times a year (one in the spring and 2 in the fall), with participation limited to 40-80 attendees per class (Fall classes split into 40 attendees per class).

As a sponsor, you will broaden your company's competitive edge and reach a targeted audience made up of playground owners/operators, school and park district maintenance personnel, municipal employees, risk reduction managers, playground manufacturers and installers, insurance agents, daycare staff, health inspectors and others interested in facilitating playground safety for children.






SPONSORSHIP BENEFITS	\$4,000
Table on day 1 and 2 (excludes exam day)	✓
Thank you acknowledgement each morning on day 1 and 2	✓
Lunch with attendees – 2 days (excludes exam day)	✓
Exposure in IPRA newsletter (2)	✓
Logo and link on website event/registration page	✓
Logo on pre-event communications	✓
Signage at each event	✓



SIGNature Event Sponsorship Program



SIGNature Events are one-day events organized by IPRA Sections. These events are typically education based where members can earn CEU's (Continuing Education Units) for their certifications. A select few events also feature a vendor expo, where vendors can attend in-person and have an opportunity to meet face to face with our members.

 Platinum Partnership \$1,000	 Gold Partnership \$750	 Silver Partnership \$500
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SPONSORSHIP LEVELS AND BENEFITS	PLATINUM	GOLD	SILVER
5 Minute pre-recorded presentation	✓		
Table/expo booth	✓		
Email thank you to all attendees with your personalized message	✓		
Lunch with attendees	✓	✓	
Exposure in IPRA newsletter (2)	✓	✓	
Logo and link on website event/registration page	✓	✓	✓
Logo on ebrochure/PDF	✓	✓	✓



THREE-YEAR ROTATION EVENTS (ADMINISTRATION & FINANCE)

Safety Committee Workshop*2025: This event offers a full day of continuing education for professionals that work on their agency's Safety Committee. The day will consist of a keynote, two breakout sessions, a Safety Professionals Panel, and a Safety Vendor Exhibit Hall.

Software Symposium*2026: At this event, participants will be able to visit with a variety of software vendors exhibiting various park district software needs, including HRIS, Time & Attendance/Work Force Management, Finance, Maintenance, Video Surveillance, Recreation software, and much more. Vendors will conduct 30-minute demonstrations, in which participants can attend at their choice. Vendors will also be available at designated tables through the day to visit for more information.

HR Symposium*2027: This event presents a unique opportunity for professionals in the Parks, Recreation, and Conservation field to enrich their knowledge and skills in human resources management. We aim to equip attendees with resources to enhance their contribution and participation within the HR sphere of their organizations. In addition to enriching presentations, the event will feature a Vendor Expo, bustling with businesses and resources tailored for HR professionals seeking to elevate their agency's HR practices.

Annual Events



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Communications & Marketing

C&M Summit:

This in-person workshop helps attendees develop a quarterly content plan or campaign. Participants will create, edit, and schedule content for 90 days, using templates, AI writing strategies, copywriting support, social media graphics, content tips, and video filming insights.



Diversity

Diversity Education Institute:

This event is designed to provide students and professionals of all experience levels a curriculum that increases DEI awareness and identifies tools to assist in the process of operationalizing DEI at their agency.



Facility Management

FM Workshop:

This event is a unique program designed to provide practitioners of all experience levels a curriculum that identifies tools to become a better facility manager and enhance operational efficiencies at various facilities.



Forest Preserve & Conservation

FPC Workshop:

This program is designed to provide a full day of professional learning and networking for forest preserve & conservation professionals.



Recreation

Supervisor Symposium:

Now in its 24th year, this event provides students and professionals in parks, recreation, conservation, and forest preserves with essential supervisory skills and emerging trends that can be immediately applied at their agency.



Therapeutic Recreation

TR Leadership Summit:

This full-day event offers continuing education for professionals in special recreation, featuring three 60-minute breakout sessions, all submitted for NCTRC approval. Attendees can select sessions that best fit their development needs.

Park Pursuit



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Park Pursuit is no ordinary event; it's a thrilling adventure that mirrors the exhilarating dynamics of the hit "Amazing Race" show. This unique experience places teamwork, friendly competition, and celebrating recreation at its heart.

This exciting opportunity supports and engages over 250 park, recreation and conservation professionals throughout Illinois.

Your sponsorship will not only contribute to its success, but also help promote teamwork, physical activity, and community engagement among park, recreation & conservation professionals. By aligning your brand with this event, you'll gain valuable exposure and the opportunity to connect with a dedicated and passionate audience.



Platinum Partnership
\$1,000



Gold Partnership
\$750



Silver Partnership
\$500

SPONSORSHIP LEVELS AND BENEFITS	PLATINUM	GOLD	SILVER
One-month ad on IPRA home page	✓		
Dedicated post on IPRA social media platforms (reach over 10K)	✓		
Email thank you to all attendees with your personalized message	✓		
Logo on team clue cards	✓	✓	
Exposure in IPRA newsletter (2)	✓	✓	
Logo and link on website event/registration page	✓	✓	✓
Logo on participant shirts	✓	✓	✓

Guard Games



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Become a sponsor of IPRA Guard Games – our annual summer event, celebrating its 30th anniversary! Attendance is approximately 150+ participants from across the state. This competition is for hard-working lifeguards and junior lifeguards who spend their summers ready to respond to emergencies. This unique event also supports in-kind donations as bag stuffers for teams.



Platinum Partnership
\$1,000



Gold Partnership
\$750



Silver Partnership
\$500

SPONSORSHIP LEVELS AND BENEFITS	PLATINUM	GOLD	SILVER
Three-month ad on IPRA home page	✓		
Dedicated post on IPRA social media platforms (reach over 10K)	✓		
Email thank you to all attendees with your personalized message	✓		
Sponsor table with opportunity to provide giveaways onsite	✓	✓	
Exposure in IPRA newsletter (2)	✓	✓	
Logo and link on website event/registration page	✓	✓	✓
Logo on participant shirts	✓	✓	✓

BUT WAIT THERE'S MORE!

Sponsorship packages can deliver a higher value on your investment. Sponsorships can increase ROI and build brand recognition in a competitive marketplace. Packages can be designed so your business stands out as an industry leader with the power players at IPRA events!



Whether it is health, the environment, learning or community, parks matter. If you're interested in supporting this initiative. Learn more at unplugillinois.org or contact Cindy Galvan for more details.

Larger partnerships are also available. Reach out to discuss a year-long partnership with additional and unique benefits. Contact Cindy Galvan (cindy@ilipra.org) to create a custom package to suit your needs!



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, promotion and other deadlines. Otherwise, sponsorship benefits are not guaranteed and will only be met to the best of the ability of IPRA. IPRA reserves the right to postpone and reschedule the event due to severe adverse weather or for any other reason within their sole discretion and to provide sponsorship benefits at that time. IPRA reserves the right to accept or reject all sponsorship offers within their sole discretion.



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