

ALL ABOARD THE WELLNESS TRAIN

October 16-19, 2019



Saskatchewan
Parks & Recreation
Association
Annual Conference
*Sponsorship
Opportunities*

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ABOUT THE SPRA CONFERENCE

The Saskatchewan Parks and Recreation Association (SPRA) is a non-profit member-based organization whose purpose is to promote, develop and facilitate parks and recreation opportunities throughout the province. SPRA is recognized as the provincial umbrella organization representing parks and recreation in Saskatchewan in their network of over 400 communities. Each year, SPRA gathers individuals working in the Recreation Field in a different Saskatchewan location for its Annual Conference and Annual General Meeting. The 2019 SPRA Conference will be held in North Battleford, SK from October 16–19, 2019.

The City has received some bad press as of late and in an effort to mitigate concerns, are working hard to change the narrative. By embracing diversity, engaging the community, and hosting positive events like this conference, the City hopes to prove that North Battleford is a great place to live, work, and play.

As the leader in Parks and Recreation in Saskatchewan, SPRA will be inviting people who live and work all over this great Province to congregate in North Battleford to learn about the latest trends and issues in Parks and Recreation.

The aim of the Conference is to provide Education, Networking, and Energy Building to our Parks and Recreation Practitioners, in the hopes that we will improve the quality of life throughout Saskatchewan.

SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

The 2019 SPRA Conference Committee invites you to become a sponsor at the 2019 SPRA Conference and Annual General Meeting held at The Don Ross Centre and Dekker Centre, North Battleford, SK, October 16-19, 2019.

This is your opportunity to showcase your products and services, and make important face to face contact with a broad audience of recreation leaders in Saskatchewan.

Reserve your sponsorship package now and take advantage of this excellent marketing opportunity. There are a variety of packages to best suit your needs and help you to connect with your target audience. Choose from one of the listed packages or let us customize a sponsorship approach to best profile your company to our delegates.

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BENEFITS OF SPONSORSHIP

Promote your brand to approximately 200 delegates representing various communities from across Saskatchewan.

Position yourself as an industry leader by demonstrating your commitment to Saskatchewan's recreation sector.

Build your image as a business leader among Saskatchewan recreation communities by showcasing your products and services.

Gain targeted exposure to new and existing clients by interacting with them throughout the conference and tradeshow.

Align your brand with those who work and volunteer to improve the quality of life of Saskatchewan residents.



BASIC SPONSORSHIP BENEFITS *(included with all sponsorship levels)*

- Listing or Clickable link to your company on the SPRA conference website.
- Promotion (tagging) on social media prior to and during the event.
- Company logo printed on sponsor signs, displayed in high-traffic common areas related to your sponsorship category.
- Company Logo on printed materials and publications related to the conference.
- Opportunity to provide 1 corporate item in the delegates packages.

*Must be able to provide 200 items. *

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SPONSORSHIP CATEGORIES

DIAMOND SPONSOR: \$9,000

1 Exclusive Sponsorship Available

Be the first to grab the attention of the 200+ delegates who attend the SPRA conference. This sponsorship category provides your organization the opportunity to support the Opening Keynote, Kendal Netmaker, founder and owner of Neechie Gear. Included in your sponsorship is an exclusive opportunity to purchase Kendal's book "Driven to Succeed" at cost, \$11 per book with the quantities of 250, so everyone who attends will receive a copy. Kendal will be available for book signings and photographs following his keynote address. This event will be opened to the public to purchase tickets, dependent upon seating, after conference registration numbers are complete. The Diamond Sponsorship also includes the opening Delegates Networking Luncheon. During this luncheon, attendees will receive opening greetings, 'build their own Battleford burger', network, and browse through the trade show, all before the opening keynote presentation. Don't miss this exciting opportunity, available on a first come – first served basis.

PLATINUM SPONSOR: \$5,000

1 Exclusive Sponsorship Available

Be the lasting memory the delegates are left with at the close of the SPRA conference. Engaging and inspiring keynote presentations are some of the most memorable conference moments. This sponsorship category provides your organization the opportunity to support the Closing Keynote event, including brunch. This opportunity is available on a first come – first served basis.

Additional benefits associated with DIAMOND & PLATINUM categories of sponsorship include:

- Recognition as the title sponsor of the sponsored keynote
- The opportunity for your organization to bring greetings at the event
- The opportunity to request "This meal sponsored by..." cards to be placed on the tables
- The opportunity to negotiate additional value added items to your event sponsorship
- Four (4) complimentary tickets to attend the Keynote Speaker event your company sponsors
- Opportunity to set-up a company promotional table to remain visible during the entire conference

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GOLD SPONSOR: \$4,000

1 Exclusive Sponsorship Available

As a Gold Sponsor, you will have an opportunity to showcase your commitment to the recreation sector and have your company name associated as the Title Sponsor of the SPRA Conference Networking Social.

Each year, as part of the Conference, a networking social evening is held. This year's RecFest Social will be held on October 17, 2019 in NationsWEST Field House. The delegates will have a chance to speak with you about what your company rents or sells, cutting, edge new products, etc.

Additional benefits associated with this category of sponsorship include:

- Your name will be displayed at the entrance to the Field House
- Recognition on the Social photo booth backdrop
- One 8x10 booth at the Tradeshow or a company promotion table to remain visible throughout the entire conference
- ***The ability to offer in kind goods as your sponsorship amount***

TITANIUM SPONSOR: \$3,500

1 Exclusive Sponsorship Available

Each Year, SPRA recognizes individuals and communities for their outstanding and extraordinary contributions to the recreation and parks movement in Saskatchewan. As the Titanium Sponsor, you have the opportunity to sponsor the SPRA Awards Gala evening and show conference attendees, award recipients and their guests that your company is committed to enhancing the lives of those living in communities throughout Saskatchewan.

Additional benefits associated with this category of sponsorship include:

- Recognition as the sponsor of the event
- The opportunity for your organization to bring greetings to the delegates
- You will receive two (2) complimentary tickets to the selected event
- The opportunity to request "This meal sponsored by..." cards to be placed on the tables

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SILVER SPONSOR: \$2,500

3 Exclusive Sponsorships Available

Silver Sponsorship is a flexible package that puts your company in the spotlight at one of the events listed below. Opportunities are available on a first come – first served basis.

SILVER SPONSOR EVENTS (CHOOSE ONE):

1. **Friday Breakfast**

Help the conference delegates get charged up for the busy day ahead by providing them with a wholesome and nutritious breakfast. This breakfast will be held at The Chapel Gallery.

2. **President's Luncheon**

Join SPRA President and special guests as they reflect upon the past year and discuss the exciting opportunities awaiting the recreation and parks sector. This luncheon will be held at the Don Ross Centre.

3. **NEW!!! Murder on the NB Express Murder Mystery Dinner**

It's a whodunit interactive dinner presented by Battlefords Community Players acting club. This dinner will take place Thursday evening at the Dekker Centre for the Performing Arts.



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BRONZE SPONSOR \$1,500

7 Exclusive Sponsorships Available

The SPRA conference is a hub of activity and there are many opportunities to increase your brand visibility by sponsoring specific events. Basic benefits are included with the sponsorship and additional benefits associated with the event are located in the event description. Opportunities are available on a first come – first served basis.

BRONZE SPONSOR EVENTS (CHOOSE ONE):

1. **Networking Sessions (Train Tourism)**

Meeting with other Recreation professionals and sharing best practices is an essential part of the conference. Support these vital networking opportunities and showcase your company through verbal recognition of your company during the networking sessions. **There are 3 opportunities to choose from:** Allen Sapp Gallery Tour, The Armoury Tour, or Centennial Park & Natural Playground Tour.

2. **Refreshment Breaks (Snack Stations)**

Give everyone a special break in-between conference sessions. Coffee, drinks and snacks will be provided to delegates courtesy of your business. Your company name will be announced at the end of the conference session leading up to refreshment break and your logo will be displayed at the selected refreshment break table signage. **There are 3 to choose from:** CUplex Tours Thursday afternoon, Friday morning, Friday afternoon during the Train Tours.

3. **NEW!!! Conference Speed Sessions**

The SPRA conference is to provide quality education sessions for the delegates to attend, where they can gain useful knowledge to take back to their communities. Support the conference and create brand awareness by **sponsoring the NEW Speed Sessions – including all 8 sessions!** Your company name will be announced prior to and at the end of each session. That's 16 company announcements!

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FRIEND OF THE CONFERENCE: \$1,000

Gain quick exposure to the delegation by sponsoring one of the listed items. All items below also include basic sponsorship benefits. Opportunities are available on a first come – first served basis.

Delegate Water Bottles

In an effort to be environmentally friendly, a water bottle will be given to everyone who attends the 2019 SPRA Conference. The water bottle, will have your logo displayed on it along with the conference logo. This highly visible sponsorship continues after the conference with this take-home item.

Delegate Passports

Every attendee of the conference receives this passport to help them navigate through the conference facilities and check their daily schedule at a glance. Promote your company by featuring your conference logo on the front of the delegate passports.

Volunteer & Committee T-Shirts

Show your support for the volunteers that make this conference run smoothly by sponsoring the volunteer shirts for the event. Your company logo will be displayed on the sleeve of the shirt for all conference delegates to see.

Transportation

Showcase your business while letting the delegates ride in style. Your company logo will be featured on the transportation provided to delegates throughout the conference.

Conference Educational Sessions

The SPRA conference is to provide quality education sessions for the delegates to attend, where they can gain useful knowledge to take back to their communities. Support the conference and create brand awareness by sponsoring one of the Educational Sessions. Your company name will be announced prior to and at the end of each session - That's 12 company announcements!

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AL A CARTE - \$500

Gift Card or Sponsor Giveaways

Everybody loves to win prizes! Put gift cards or corporate promotional items in the hands of delegates attending the conference by sponsoring door prizes or gift cards. These prizes will be handed out at the Thursday Lunch, Friday Breakfast, President's Lunch and Saturday's Breakfast. This sponsorship can come in the form of cash, gift cards or corporate promotional items with a total value of \$500.

Conference Session Presenter Gifts

Each speaker at the 6 educational sessions receives a gift to thank them for helping to make the conference a success. Help us thank these educational presenters by sponsoring gifts for all 6 presenters. This sponsorship can come in the form of cash or corporate promotional items.

NON CASH CONTRIBUTIONS

We will also accept non cash contributions of goods and services. For example, services might help in the design or printing of promotional materials, or services might support our education conference sessions.

Please contact us to discuss further about how non-cash contributions can support the 2019 Conference.

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Sponsorship Summary

Diamond	\$9,000	1 Opportunity Available
Platinum	\$5,000	1 Opportunity Available
Gold	\$4,000	1 Opportunity Available
Titanium	\$3,500	1 Opportunity Available
Silver	\$2,500	4 Opportunities Available
Bronze	\$1,500	7 Opportunities Available
Friend of the Conference	\$1,000	5 Opportunities Available
A La Carte	\$500	Opportunities Available



Sponsorship Opportunities Contact

To secure an opportunity at this event, please contact:

Candace Dustan

City of North Battleford Program Manager

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