



Colorado Parks & Recreation Association

Sponsorship Opportunities

Get in front of your target audience and promote your company with CPRA!

Contact [Rachel Hungerbuhler](#) for more information and to secure your spot.

2024 CPRA Events

- April 5th:** Therapeutic Recreation Spring Workshop
- April 25th:** Parks Spring Workshop & Trade Show, Greeley, CO
- April 25th:** AAPS Spring Educational Event (Active Adult Programming & Services)
- April 2024:** Fitness in the Rockies Part 1
- May 2024:** PLAAy Mini Conference (Preschool Licensing Activities & Youth)
- July 7th:** Lifeguard Games at Water World
- July 2024:** Directors Section Summer Meeting
- July 2024:** Fitness in the Rockies Part 2
- Oct 29th - 31st:** CPRA Annual Conference, Keystone, CO
- Dec 2024:** Directors Section Holiday Luncheon

Please note that these events are in the early planning stages and subject to change.
More events will be added.

Parks Spring Workshop & Trade Show

- Thursday, April 25th
- Island Grove Event Center, Greeley, CO
- The 2023 event had over 375 attendees and 32 exhibitors.



Parks Spring Workshop & Trade Show

Exhibit Booths

- Single booths are \$450/members & \$550/non-members
- Double booths are \$700/members & \$800/non-members
- Booths include one 6 foot table with 2 chairs plus electricity.
- Pipe & drape along the perimeter walls
- Tablecloths are not provided.
- Two company representatives are included along with 2 lunch tickets.
- All exhibitors will be included in the digital 2024 CPRA Parks Show Exhibitor Directory which all CPRA members have access to.



Parks Spring Workshop & Trade Show

Sponsorship Options

~~*Platinum Sponsor*~~

Sold Out

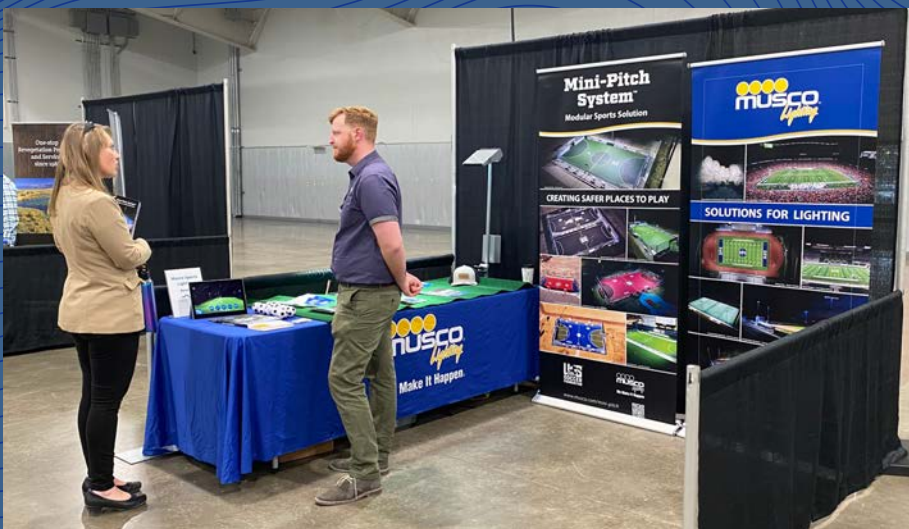
- Recognition as the Exclusive Platinum Sponsor
- 1,000 sq ft of prime exhibit floor space
- 25% off an exhibitor booth at the 2024 CPRA Annual Conference in Keystone, CO on October 29th
- One targeted email to the Parks section before or after the event with your company's information & marketing materials
- Business name and logo on pre-event marketing materials, registration page, event signage and attendee packets
- One targeted social media post
- Unlimited company booth representatives with lunch provided
- Inclusion in the digital 2024 Parks Trade Show Exhibitor Directory which all CPRA members have access to.

Parks Spring Workshop & Trade Show

Sponsorship Options

* Gold Sponsor *

- Two Gold Sponsor opportunities
- 700 sq ft of prime exhibit floor space
- 15% off an exhibitor booth at the 2024 CPRA Annual Conference in Keystone, CO on October 29th
- Business name and logo on pre-event marketing materials, registration page, event signage and attendee packets
- One targeted social media post
- Two booth reps and 2 lunch tickets included
- Inclusion in the digital 2024 Parks Trade Show Exhibitor Directory which all CPRA members have access to.



**Gold
Sponsor
= \$1,750**

Parks Spring Workshop & Trade Show

Sponsorship Options

* Silver Sponsor *

- Three Silver Sponsor opportunities
- 400 sq ft of exhibit floor space
- Business name and logo on pre-event marketing materials, registration page, event signage and attendee packets
- Two booth reps and two lunch tickets included
- Inclusion in the digital 2024 Parks Trade Show Exhibitor Directory which all CPRA members have access to.

**Silver
Sponsor
= \$950**



CPRA Annual Conference

- Tuesday, Oct. 29th-Thursday, Oct. 31st
- Keystone Conference Center
- 10/29 - “Schmoozapalooza” Exhibit Hall
- The 2023 conference had over 550 attendees and 58 exhibitors.



CPRA Annual Conference

Exhibit Booths

- Booth pricing will be announced in the spring along with specifics regarding booth electricity and conference center shipping & receiving information.
- 10'x8' booths include one 6 foot table with 2 chairs
- Pipe & drape will be provided.
- Booth setup is available starting in the afternoon of Monday, October 28th.
- The exhibit hall is one day on Tuesday, October 29th.
- All exhibitors will be included in the digital 2024 CPRA Annual Conference Exhibitor Directory which all CPRA members have access to.

Exhibitor registration opens first to CPRA Industry Partners. Interested in becoming a member? Contact [Jillian Galoci](#).

**Booths
sell out
annually.
Be sure to
reserve your
spot!**

CPRA Annual Conference

Sponsorship Options

*** Title Sponsor ***

- Recognition as the Exclusive Title Sponsor
- VIP Reception for 30 the evening of Monday, October 28th in Keystone.
- Sponsor of the “Schmoozapalooza” Exhibit Hall
- Two prime exhibit booth spaces
- Sponsor of the Directors Section Luncheon
- One targeted email to the CPRA membership before or after the conference with your company’s information & marketing materials
- Business name and logo on pre-event marketing materials, registration page, event signage and attendee packets
- One targeted social media post
- Company branded swag item or marketing flyer in attendee packets (*provided by company*)
- 20 drink tickets for attendees at the Schmoozapalooza Exhibit Hall
- 4 Conference registrations
- 4 Awards Banquet tickets
- Inclusion in the digital 2024 CPRA Annual Conference Exhibitor Directory which all CPRA members have access to.

CPRA Annual Conference

Sponsorship Options

* Presenting Sponsor *

- Two Presenting Sponsor opportunities
- Option to sponsor either the CPRA Social on October 29th or the CPRA Columbine Awards Banquet on October 30th. One branded item for guests included with both options.
- One prime exhibit booth space
- Business name and logo on pre-event marketing materials, registration page, event signage and attendee packets
- One targeted social media post
- Company branded swag item or marketing flyer in attendee packets (*provided by company*)
- 2 Conference registrations
- 2 Awards Banquet tickets
- Inclusion in the digital 2024 CPRA Annual Conference Exhibitor Directory which all CPRA members have access to.

CPRA Annual Conference

Sponsorship Options

*** Associate Sponsor ***

- Three Associate Sponsor opportunities
- One prime exhibit booth space
- Option to sponsor conference signage, attendee name badges, or this year's Trick or Treat with Exhibitors
- Business name and logo on pre-event marketing materials, registration page, event signage and attendee packets
- One targeted social media post
- Company branded swag item or marketing flyer in attendee packets (provided by company)
- 2 Conference registrations
- Inclusion in the digital 2024 CPRA Annual Conference Exhibitor Directory which all CPRA members have access to.



CPRA Annual Conference

Sponsorship Options

*** Support Sponsor ***

- Six Support Sponsor opportunities
- One prime exhibit booth space
- Option to sponsor either an attendee refreshment break (4 available) or drink tickets (2 available) at the Schmoozapalooza Exhibit Hall
- Business name and logo on pre-event marketing materials, registration page, event signage and attendee packets
- Inclusion in the digital 2024 CPRA Annual Conference Exhibitor Directory which all CPRA members have access to.



CPRA Annual Conference

Sponsorship Options

*** Contributing Sponsor ***

- Opportunities to sponsor add-on items like:
 - Section Meet-ups at the conference
 - Attendee Lanyards
 - Branded pens & note pads
 - And more!
- Business name and logo on pre-event marketing materials, registration page, event signage and attendee packets
- Inclusion in the digital 2024 CPRA Annual Conference Exhibitor Directory which all CPRA members have access to.

*** Custom Sponsorship ***

- We're always willing to discuss customized sponsorship packages to fit your company's needs. These packages can include multiple opportunities throughout the calendar year.
- Do you have a creative idea that could become a sponsorship option? Let us know!
- Contact Rachel to start the conversation.

Additional CPRA Opportunities

- **Section Professional Development Workshops**
 - Many of our sections have half day or full day workshops during the year for their members to continue their education and advance their profession.
 - Interested in sponsoring one of these events? Let us know!
- **Section Meeting Sponsorships**
 - Company logo & link on meeting event page
 - Includes 10 minutes to address the group
 - Opportunity to distribute marketing materials to the group
 - Follow-up standalone email to entire section
 - *Note: The Director's Section meeting sponsorship is only available to current CPRA Industry Partners.*

Additional CPRA Opportunities

- **Standalone Email to CPRA Membership**
 - Promote your company to the entire CPRA membership (*over 2,700 members*) in an email blast.
 - Share digital marketing materials, company website and contact information
 - There are a limited number of these emails available during the year.
 - *Note: This option is only available to current CPRA Industry Partners.*



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secure your spot.