MINNESOTA
RECREATION AND PARK ASSOCIATION

MINNESOTA RECREATION & PARK ASSOCIATION
NORTH STAR PARTNER

2023
North Star Corporate Partnership Opportunities

MINNESOTA RECREATION AND PARK ASSOCIATION

Get to Know Your Association

Minnesota Recreation & Park Association (MRPA)

MRPA's History

MRPA was formed in 1937 to foster the growth and development of the parks and recreation profession throughout the state. Today, MRPA is a 501(c)4 non-profit membership organization that serves the parks and recreation industry in Minnesota. The Association's three pillars are education, recreation, and legislation.

Who We Serve

MRPA members are agencies, professionals, companies, parks commissioners, and students who work for, or provide services to, the parks and recreation profession. Currently, MRPA has nearly 900 members throughout Minnesota. MRPA members are leaders in their communities, and decision-makers who contribute to their communities' economic, health, and social wellbeing.

Our Mission and Core Values

MRPA's mission is to improve the quality of life in Minnesota by enhancing the profession of parks, open space, recreation, and leisure services.

Our core values include:

Leadership
Providing professional development, networking, best practices, and informational support for our customers

Engagement
Building relationships and seeking collaborative partnerships with community members and organizations

Wellness
Impacting health and active living through educational and social opportunities

Inclusion
Respecting our differences and supporting opportunities for everyone

Integrity
Serving fairly and professionally while building trust through our interactions

Stewardship
Proactively advocating for preserving our parks, conserving our natural resources, and advancing the values of recreation and leisure services

MRPA by the Numbers

MRPA represents
116
agencies throughout the state

MRPA city agencies impact more than
3,454,941
residents in their communities

3,600+
copies of MRPA's *MINNESOTA* magazine distributed annually and on MRPA's website

320
Attendees at 2022 MRPA Annual Conference

82
organizations, cities and counties represented at the 2022 MRPA Annual Conference

Be Visible.

MRPA 2023 Corporate Partnership Opportunities

MRPA has developed comprehensive sponsorship opportunities for our corporate partners for the 2023 year. These opportunities outline ways for corporate members to align with MRPA and its offerings to gain marketing exposure and additional visibility within the parks and recreation profession. The 2023 partnership opportunities are as follows:

MRPA North Star Partner

MRPA North Star partners provide the highest level of support for the Association and the parks and recreation profession. This investment provides a year-round value to companies seeking opportunities for high visibility and engagement with parks and recreation professionals in Minnesota. This investment also allows MRPA to provide quality educational opportunities with topics impacting our industry and aligning with our core values.

MRPA is grateful for our long-time partners and their dedication to the Association. Together, we have offered valuable, close-to-home education for members, which has positively impacted the communities they serve. MRPA welcomes those companies who are considering an investment with our Association and this new partnership program.

We look forward to our future conversations on opportunities that are mutually beneficial now and in the years to come.

Education & Recreation Event Sponsor

MRPA hosts a variety of educational and recreational events throughout the year to meet members' and their communities' needs.

Annual Conference Sponsor

The MRPA Annual Conference and Exhibit Hall is MRPA's largest event, and Minnesota's leading industry event for parks and recreation professionals, agencies, and companies. Corporate partners receive recognition throughout the 2 ½-day event while helping to provide a valuable educational offering for parks and recreation professionals.

To discuss opportunities, contact Michelle Snider at 763-571-1305 x100 or snider@mnrpa.org

MRPA North Star Partnership Opportunities - Benefits & Levels

These levels are determined by the combination ofcannual conference, educational event, and recreational event sponsorship support.

	LOON $15,000 *(2 Available)*	LADYSLIPPER $10,000	WALLEYE $7,500	RED PINE $5,000
MRPA Educational/Recreational Event or Service Sponsorship	$3,500 value	$3,000 value	$2,000 value	$500 value Event selected by MRPA
1 Dedicated MRPA North Star Email Recognition	$300 value	$300 value	$300 value	$300 value
Logo and Website Link on MRPA's Website	12 months $1,800 value	6 months $900 value	3 months $450 value	2 months $300 value
MRPA Facebook Page Recognition	6 months $300 value	3 months $150 value	2 months $100 value	1 month $50 value
MRPA *MINNESOTA* Magazine Member Listing (4 issues + Buyer's Guide)	$600 value	$600 value	$600 value	$600 value
Discount on *MINNESOTA* Magazine Advertising*	30% discount Up to a $2,010 value	25% discount Up to a $1,675 value	15% discount Up to a $1,005 value	10% discount Up to a $670 value
MRPA Annual Conference Event Sponsorship *OR* Educational Institute	$2,500 value	$2,500 value	$2,500 value	$2,500 value
MRPA Annual Conference Guide Program Ad	7.5" x 4.75" $500 value	7.5" x 4.75" $500 value	3.625" x 2.25" $325 value	3.625" x 2.25" $325 value
MRPA Annual Conference: Complimentary Exhibit Hall Booth(s)	2 Premium Booths $1,400 value	1 Premium Booths $700 value	1 Standard Booth $550 value	1 Standard Booth $550 value
Logo on Annual Conference Sponsor Banner	$300 value	$300 value	$300 value	$300 value
MRPA Annual Conference: Discount on Two-Day Exhibitor Space	20% discount $700 value	10% discount $350 value	5% discount $175 value	
Complimentary Annual Conference Registrations	4 registrations $1,480 value	2 registrations $1,110 value	1 registration $370 value	
MRPA Pre-Conference Magazine Logo Listing	$250 value	$250 value	$250 value	
Article in MRPA *MINNESOTA* Magazine**	2 issues $2,000 value	1 issue $1,000 value		
MRPA Corporate Membership	$599 value	$599 value		
MRPA Annual Conference: Opportunity to Provide One-Page Promo or Small Product in Attendee Packet (Insert to be approved by MRPA)	$700 value			
Invitation to MRPA Board Meeting	1 meeting			
Agency Director Mailing Labels (1 set)	$500 value			
Annual General Meeting Recognition	2 tickets $78 value			

**Based on annual full page ad rates (not valid on cover spaces) - cannot be combined with other discounts or previous ad buys. **Article up to 750 words plus up to three photos you supply.*

To discuss opportunities, contact Michelle Snider at 763-571-1305 x100 or snider@mnrpa.org

Be Informed.

MRPA 2023 Corporate Partnership Opportunities

Education & Service Sponsor - Benefits & Levels

		Introduction Opportunity at Event	Complimentary Event Attendance	Logo on MRPA Website	Logo on Initiative/Event Collateral	Logo on Banner	Display Table at Event	Logo on MRPA Communication Forums	Logo on On-Site Signage
MRPA Podcast Presenting Sponsor (1)	**$2,500**	✔		✔	✔	✔	✔	✔	
MRPA Podcast Episode Sponsor (6)	**$350**	✔		✔	✔	✔	✔		
Professional Awards Program (1)	**$2,500**	✔	2 tickets		✔	✔	✔		
Awards of Excellence Program (1)	**$2,500**	✔	2 tickets		✔	✔	✔		
Facility Management Institute (3)	**$3,000**	✔	2 attendees		✔	✔	✔		
Emerging Recreation Leaders Institute (3)	**$2,500**	✔	2 attendees		✔	✔	✔		
Fall Workshop (2)	**$1,500**	✔	1 attendee				✔		✔
CPSI Course (2 per course; 1 each day)	**$500**	✔					✔		✔
Leadership Seminars (3)	**$1,000**	✔	1 attendee				✔		✔
Facility Trainings (3)	**$750**	✔					✔		✔
Athletic Management Institute (4)	**$500**	✔			✔		✔		
Diversity, Equity, Inclusion Spring Workshop (2)	**$1,500**	✔	1 attendee				✔		✔
Diversity, Equity, Inclusion Fall Workshop (2)	**$1,500**	✔	1 attendee				✔		✔
Year-Round Educational Trainings	**$500 to $2,000**	*Benefits based on sponsorship financial level (refer to other levels above; call for details)*							

Note: ( ) indicates number of sponsorships available at that level.

To discuss opportunities, contact Michelle Snider
763-571-1305 x100 or snider@mnrpa.org

Be Active.

MRPA 2023 Corporate Partnership Opportunities

Recreation Sponsor - Benefits & Levels

		Logo on Website	Logo on Registration Form	Logo on Tournament Brackets	Logo in Promotional Emails	Listing in Promotional Emails	Logo on Banner at Event	Softball Team Scorebook Ad (Due By Feb. 15, 2020)
Softball State Tournaments	**$5,000**	✔	✔	✔	✔		✔	Half-Page
Softball Hall of Fame Golf	**$100 to $1,500**	*Benefits based on sponsorship financial level (refer to other levels or call for details)*						
Pickleball Tournament Series - Up to 10 Tournaments (2)	**$2,500**	✔	✔	✔	✔		✔	
Pickleball Tournament (4)	**$350**			✔				
Volleyball State Tournament (4)	**$750**			✔		✔		

Note: ( ) indicates number of sponsorships available at that level.

To discuss opportunities, contact Michelle Snider
763-571-1305 x100 or snider@mnrpa.org

Be Engergized.

MRPA 2023 Conference Opportunities

2023 Annual Conference | September 26-29

Plymouth Community Center, Plymouth, MN

SPONSORSHIP PACKAGES CAN BE CUSTOMIZED TO YOUR ORGANIZATION

Welcome to the Minnesota Recreation and Park Association (MRPA) Annual Conference, Minnesota's leading industry show for park and recreation professionals and agencies. Meet influential leaders in the parks and recreation profession: park superintendents and directors, outdoor and therapeutic recreation specialists, facility managers, forestry professionals, environmental educators and purchasing agents from a variety of municipal, county, state, park district and private facilities.

The 2023 MRPA Annual Conference is a unique opportunity for your business to get recognized while helping provide an educational and inspirational event. Become a key sponsor and get your business in front of hundreds of park and recreation professionals and decision makers. Sponsorship opportunities and events during the four-day conference include: keynote speakers, educational workshops, networking events, exhibit hall and more.

Conference Sponsorship Options

Delegate Gift (1 available)	$4,000
Venue Banners & Floor Clings (3 available)	$3,000
Conference App (1 available)	$3,000
Luncheon (2 available)	$3,000
Keynote Speaker (2 available)	$2,500
Coffee Station (3 available)	$2,500
Exhibit Hall (1 available)	$2,500
Networking Event (2 available)	$2,500
Maintenance Rodeo (3 available)	$2,500
Education Track (4 available: aquatics, health, programming, or parks)	$2,500
Pre-Conference Institute (2 available)	$1,500
Directors' Forum (1 available)	$1,500
Offsite Institute (3 available)	$1,000
Education Session (1 per session)	$500

To discuss opportunities, contact Michelle Snider at 763-571-1305 x100 or snider@mnrpa.org

Be Energized.

MRPA 2023 Annual Conference Investment Level Benefits

BENEFITS	$6,000	$4,000	$3,000	$2,000 - $2,500	$500 - $1,500
MRPA Website / Emails: Company Logo and Link	X	X	X	X	
MRPA Website / Emails: Company Listing					X
MRPA Annual Conference - Full Package Admission (1)	X	X	X		
Naming Rights for One Event or Large Space Area	X	X	X		
Logo on Conference App (App sponsor only)			X		
Exhibit Hall: One Complimentary Standard Booth Space	X	X	X	X	
Exhibit Hall: Public Address Recognition	X	X	X	X	
Conference Banner: Logo on Banner	X	X	X	X	
Conference Guide: Ad (Width x Height)	7.5" x 4.75"	7.5" x 4.75"	3.625" x 2.25"	3.625" x 2.25"	
Conference Guide: Company Logo	X	X	X	X	
Conference Guide: Company Listing					X
Pre-Conference *MRPA Minnesota* magazine: Feature Article	X				
Pre-Event *MRPA Minnesota* magazine: Company Logo	X	X	X	X	
Pre-Event *MRPA Minnesota* magazine: Company Listing					X
Opportunity to Provide One-Page Promo *or* Small Product in Attendee Packet (approved by MRPA)	X	X	X		
Printed Attendee Contact List	X	X	X	X	

To discuss opportunities, contact Michelle Snider at 763-571-1305 x100 or snider@mnrpa.org

MRPA North Star Partnership Opportunities 2023

Sponsorship Agreement

Company		
Address		
City	State	Zip
Contact Name		Title
Phone	Fax	
Email		Website

SPONSORSHIP INVESTMENT

- ☐ Loon Level - $15,000
- ☐ Ladyslipper Level - $10,000
- ☐ Walleye Level - $7,500
- ☐ Red Pine Level - $5,000
- ☐ Corporate MRPA Membership (1 Year) - $599

Total Due - $

PLEASE MAKE CHECKS PAYABLE TO: MRPA

SUBMIT THIS FORM & PAYMENT TO:
Minnesota Recreation & Park Association
North Star Partnership 2023
200 Charles Street NE
Fridley, MN 55432

For more information contact:
Michelle Snider
763-571-1305 ext. 100
snider@mnrpa.org

NORTH STAR PARTNERSHIP SPONSORSHIP CHOICES

Annual Conference and Exhibit Hall Sponsorship

Please rank the top three choices aligned with your financial partnership level. For example, the Walleye Level includes an Annual Conference sponsorship at the $2,500 level – or call MRPA to customize.

____ Delegate Gift $4,000
____ Venue Banners & Floor Clings $3,000
____ Conference App $3,000
____ Luncheon $3,000
____ Keynote Speaker $2,500
____ Coffee Station $2,500
____ Exhibit Hall $2,500
____ Networking Event $2,500
____ Maintenance Rodeo $2,500
____ Education Track $2,500
Select one: ☐ Aquatics ☐ Health ☐ Progamming ☐ Parks
____ Pre-Conference Institute $1,500
____ Directors' Forum $1,500
____ Offsite Institute $1,000
____ Education Session $500

MRPA Educational / Recreational Event or Service Sponsorship

Please rank the top three choices aligned with your financial partnership level. For example, the Walleye Level includes an Education/Recreation sponsorship at the $2,000 level – or call MRPA to customize.

____ MRPA Podcast Presenting Sponsor $2,500
____ MRPA Podcast Episode Sponsor $350
____ Professional Awards Program $2,500
____ Emerging Recreation Leaders Institute, ... $2,500
____ Awards of Excellence Program $2,500
____ Diversity, Equity, Inclusion Spring Workshop $1,500
____ Diversity, Equity, Inclusion Fall Workshop $1,500
____ Fall Workshop $1,500
____ CPSI Course $1,000
____ Leadership Seminar $1,000
____ Facility Training $750
____ Athletic Management Institute $500
____ Other Educational Trainings ..... $500 to $2,000

____ Softball State Tournaments $5,000
____ Softball Hall of Fame Golf Tournament ..... $100 to $1,500
____ Pickleball Tournament Series $2,500
____ Pickleball Individual Tournament $350
____ Volleyball State Tournament $750