



**2023 PRO EDUCATIONAL FORUM
& AQUATICS CONFERENCE**
**SPONSORSHIP &
ADVERTISING
OPPORTUNITIES**



PARKS AND RECREATION ONTARIO

March 28-31, 2023
Hamilton Convention Centre,
Ontario

RAISE YOUR PROFILE AT CANADA'S LARGEST RECREATION EVENT & TRADE SHOW

Parks and Recreation Ontario is proud to present the province's biggest event for parks, recreation, and aquatics professionals yet: the PRO Educational Forum and Aquatics Conference. Set to take place from March 28 -31, 2023, this dual event will be one of Canada's largest networking, knowledge sharing, and professional development platforms for the sector! It represents a unique access point to parks, recreation, and aquatics professionals from across the province.

The 2023 PRO Educational Forum and Aquatics Conference is a one of a kind opportunity to raise brand awareness and conduct outreach in the sector. For the first time ever, we are offering cross-event sponsorship, advertising, and exhibition opportunities, to enable broad sector exposure.

Connect with hundreds of influencers, decision makers, and parks and recreation professionals over four days and make an impact in the sector. This event offers dynamic, flexible, and affordable marketing options to increase your visibility.

For almost twenty years, Parks and Recreation Ontario has been the voice of the sector. Your investment as a sponsor, exhibitor, or advertiser capitalizes on PRO's name recognition and our ability to reach your target audience. Get in touch with our team to find out how you can build a custom outreach package!

BUYING POWER



500+

recreation professionals in attendance from across Canada



91%

of delegates have a role in purchasing process



67%

of delegates are high level recreation professionals



50%

over half of purchasers with budgets of \$1m+ for capital projects

SPONSORSHIP BENEFITS



Brand Exposure

Your brand will be positioned as a change leader, allowing valuable connections to your target market. We work with you to give you direct access to relevant delegates, giving you a platform to build brand awareness and strategic relationships while getting your messaging out there.



Make an impact with decision makers and influencers

This is an opportunity to experience unparalleled access to provincial decision-makers and influencers. If you are exhibiting, our sponsorship packages will benefit you with prime positions in high traffic areas, establishing important business connections and accelerating connectivity with quality leads.



Gain a competitive edge

If you are considering sponsoring, then your competitors are too. Develop brand recognition by becoming a sponsor at Canada's premier parks and recreation conference. We have developed a dynamic agenda with ample networking opportunities and exhibition time.

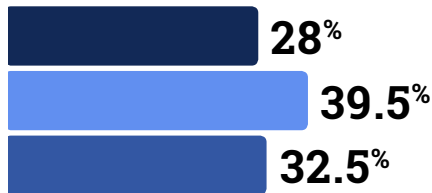


Tailor made packages

We adapt our sponsorship packages to meet your requirements and budget. Whether you intend to sign on as a keynote, title, trade show sponsor or host social events, we have opportunities at competitive prices to put you at the forefront of our delegates' experience.

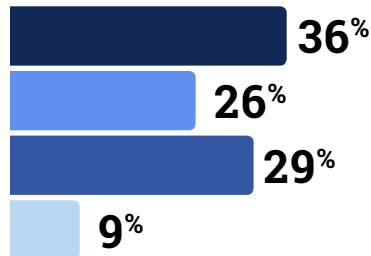
REACHING DECISION MAKERS AND INDUSTRY LEADERS

By Organization Rank



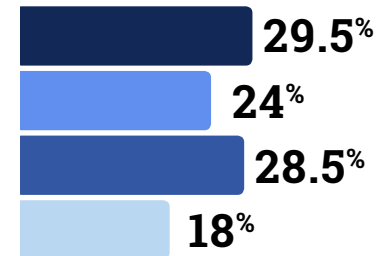
- Decision Makers**
Senior Management, Elected Officials
- Middle Management**
Managers, Supervisors
- End Users**
Coordinators, Program Staff

By Purchasing Role



- Makes Final Purchasing Decisions**
- Makes Final Recommendations**
- Included in the Recommendation Process**
- No Role**

By Operating Budget



- < \$2.5 million**
- \$1 - 2.5 million**
- \$500,000 - 1 million**
- > \$500,000**

SPONSORSHIP STREAMS

EXPOSURE

Exposure packages ensure that all eyes will be on your business. Select one of the packages below for maximum exposure leading up to, during, and after the 2023 PRO Educational Forum, Aquatics Conference, and Trade Show. For added exposure, consider selecting a sponsorship both the PRO Educational Forum and Aquatics Conference!

TITLE SPONSOR

This is the ultimate opportunity to place your company top of mind among PRO members and delegates. Through this premium package, you will show your commitment to the parks and recreation sector and make valuable personal connections with Conference delegates from a variety of professional backgrounds.

Cost: \$15,000

Note: All Exposure sponsorship packages include free advertising and logo placement on the conference registration webpages.

KEYNOTE SPONSOR

Engage the audience for 20 minutes leading into one of the keynote addresses. Brand the room and leave a lasting impression by sponsoring these highly anticipated sessions.

Cost: \$10,000

PRODUCT EXPERIENCE SPONSOR

Showcase your product or service in a 45-minute interactive session. Leap in front of delegates to share your product or service directly and build meaningful connections.

Cost: \$5,000

***Current PRO members receive a 10% discount on exposure sponsorship packages**

SPONSORSHIP STREAMS

■ BRANDING

Gain visibility with branding opportunities that are sure to get you noticed. Additional branding opportunities are available upon request. Please contact PRO for further details.

DELEGATE BAG SPONSOR

Have your company logo featured on all delegate bags. Each Conference attendee will receive a delegate bag to take home, meaning your logo will be seen onsite and after the event.

Forum: \$3,000 | **Aquatics:** \$2,400

DELEGATE BRANDED PRODUCT SPONSOR

Send delegates off with a stylish branded product featuring your company's logo. Available products include travel mugs, water bottles, notebooks, Fox 40 whistles, sunglasses, hand sanitizers, lip balms, and so much more.

Forum: \$1,000-\$3,200 | **Aquatics:** \$900-\$1,800

CHARGING STATION & LOUNGE SPONSOR

Feature custom signage and distribute approved literature in all charging and delegate lounge spaces.

Cost: \$2,500.

DELEGATE BAG INSERT

Can't attend the Conferences? Add a branded item or apparel to all delegate bags.

Cost: \$500

Contact **Olivia Fullerton** at ofullerton@prontario.org to reserve your sponsorship package or design a custom sponsorship opportunity to meet your needs and your budget.

Interested in becoming a Corporate Member to take advantage of our available discounts? Contact Olivia learn more PRO membership benefits and create your account today!

■ NETWORKING

Position your brand as an industry leader and enhance the delegate experience through thoughtful sponsorship placements at one of our high-profile networking events.

SOCIAL & AWARDS SPONSOR

Display your logo and signage at one of the awards receptions. Mingle with attendees, make brief remarks, and introduce the social event as you host of this popular reception.

One event: \$5,000 | **Both events:** \$9,000

BREAKFAST SPONSOR

Welcome delegates to another day at the Conference and invite them to connect with you at one or both of the Conference breakfasts. This package includes a reserved table and a prominent display of your company's signage.

One meal: \$2,500 | **Both meals:** \$4,500

LUNCH SPONSOR

Network and connect directly with Conference delegates as they gather for lunch on one of the four Conference days. This package includes a reserved table and a prominent display of your company's signage throughout the dining room.

One meal: \$3,000 | **Additional meals:** \$2,700

RUBBER DUCK RACE SPONSOR

Leave a lasting impression by sponsoring the final event of the Aquatics Conference. Welcome delegates and distribute rubber ducks branded with your logo.

Cost: \$2,500

BREAK & REFRESHMENT SPONSOR

Leave Sponsor a networking break and re-energize conference delegates with coffee, tea and snacks. Your company's logo and signage will be displayed in all break areas during your selected break period.

One break: \$1,500 | **Additional break:** \$1,350

***Current PRO members receive a 10% discount on networking sponsorship. Member discounts are not available on branding packages.**

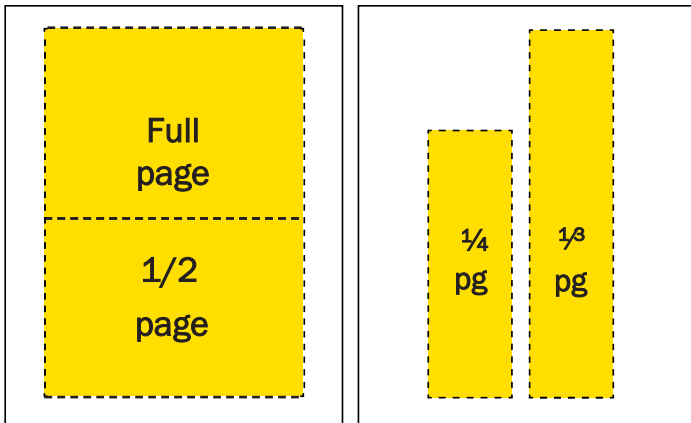
ADVERTISING OPPORTUNITIES

Approximately \$1B is spent annually in the parks and recreation sector. Get your share of the market by advertising in the program brochure, conference mobile app, or the biweekly NewsBrief.

Over 500 delegates are expected to attend the PRO Educational Forum and Aquatics Conference in 2023. All attendees will have access to the Conference Mobile App and receive a digital Program Brochure to review and share with their communities. NewsBrief advertisements will be distributed to our mailing list of over 6,500 parks and recreation professionals.

	AD TYPE	DIMENSIONS	MEMBERS	NON-MEMBERS
MONTHLY NEWSBRIEF	Box Ad	300 x 250 px	\$400	\$500
CONFERENCE MOBILE APP	Banner Ad	320 x 100 px	\$600	\$750
PROGRAM BROCHURE (layout below)	¼ Page	7.375 x 2.25 in	\$400	\$500
	⅓ Page	9.875 x 2.25 in	\$500	\$625
	½ Page	4.875 x 7.00 in	\$700	\$875
	Full Page	9.875 x 7.00 in	\$1,000	\$1,250
	Inside Cover	9.875 x 7.00 in	\$2,000	\$2,500

*Current PRO members receive a 20% discount on Advertising packages.



Box ads will be included in the monthly NewsBrief between October 2022 and March 2023. Exact publication dates will be confirmed at time of purchase.

Advertising space will be assigned on a first come first served basis. Availability is limited.

Advertising Material

Advertising material and requests must be submitted to Olivia Fullerton at ofullerton@prontario.org by **February 1, 2023**, in order to be included in the Conference Mobile App or Program Brochure. NewsBrief advertisements are due at least one week prior to the NewsBrief being sent.

Ads must conform to the dimensions listed above. Ads that do not match the listed height and width requirements will be resized.