



Sponsorship Opportunities

Established in 1977 to build connections among recreation facility and parks operators, the Alberta Association of Recreation Facility Personnel (AARFP) was created to provide training to those working in recreation.

The association consists of over 1500 members and teaches 125 courses to +1000 people annually. The association connects the recreation industry through a quarterly magazine, website, Facebook page, golf tournament and annual conference and trade show.

Our membership, education programs and events are invaluable tool to anyone interested in a career in the recreation industry.



Revised March 2018



What Can RFP Do for You?

It's all about connections. RFP has many ways for you to deliver your marketing message. Whether you want to reach the parks and recreation directors in rural Alberta, the operation staff for major city recreation departments, or both, RFP has the appropriate medium for your audience!

Membership

There are three (3) types of Memberships:

- Associate Memberships are for businesses that provide products or services to the recreation industry. We currently have a base of +-70 RFP Associate Members.
- Individual/Facility Memberships are for people that work in the recreation industry such as directors, managers, and operators. There are over 1500 RFP individual and Facility members each year. These are the people we can help you reach.

Associate Membership Benefits - \$310 per year. What's in it for YOU?

- A listing on the supplier's page of the RFP Website
- Opportunity to advertise in RFP's Leisure Lines (quarterly magazine)
- Opportunity to submit articles for Leisure Lines (quarterly magazine)
- Opportunity to attend RFP's Annual Conference & Trade Show
- A listing in the printed RFP/ARPA Buyer's Guide
- Opportunity to be a sponsor for RFP's courses and events
- Networking opportunities with over 1500 prospective customers

About RFP Sponsorship

RFP Sponsorships will give your company an opportunity to reach the recreation industry through different mediums. You will be able to pick and choose the opportunities that suit your company's values and needs. You **must** be an Associate member to be a sponsor. When you are choosing your sponsorships for the year, please be aware of the three different levels of support demonstrated below. If your sponsorship commitments reach any of these levels before March 31st, you will receive additional benefits.

The following sponsorship opportunities exist for you to reach +1500 RFP members:

Associate Membership includes:

- Your brand in RFP publications: Leisure Lines magazine, annual wall calendar, buyer's guide
- Recognition at RFP's Annual Conference & Trade Show
- Recognition at RFP's Annual Skip Hayden Golf Tournament
- Your brand at RFP's Symposium (on course manuals)



Three Levels of Support: The deadline to achieve support levels is March 31st of each year.

1. Partner: \$7,500

- 5% membership discount for the following year
- Webpage shared by all partners – logo with a direct link to your website for the year
- Logo listed on the RFP website Classifieds page (2nd most viewed page)
- Recognition in the RFP Annual Report
- Logo included on all staff email taglines for the year
- Framed certificate presented at the Annual Conference awards banquet
- Recognition on video loop/big screen at the Annual Conference
- Recognition on RFP's Facebook page. Your company will be highlighted once a month for the year
- Recognition (logo) in the spring, summer and winter issues of Leisure Lines
- First notice for the following year's trade show registration
- First notice for the following year's sponsorship package

2. Contributor: \$5,000

- Recognition on video loop (screen) at RFP Annual Conference
- Recognition on RFP's Facebook page. Your company will be highlighted once for the year
- Recognition (name only, no logo) in the Summer, Fall and Winter issue of Leisure Lines for the year
- Recognition on the RFP website – name only for the year
- First notice for the following year's trade show
- First notice for the following year's sponsorship package

3. Ambassador: \$2,500

- First notice for the following year's sponsorship package
- Recognition on the RFP website - name only for the year



Sponsorship Chart

| Amount | Sponsorship Opportunities | # Available | Deadline |
|---------|--|-------------|---|
| Lots! | Golf Tournament: Your branded prize(s) donations | Unlimited | August 19, 2018 |
| \$250 | Golf Tournament: Bronze | 5 | August 19, 2018 |
| \$500 | Golf Tournament: Silver | 5 | August 19, 2018 |
| \$500 | Conference: Fun Run | 10 | March 1, 2018 |
| \$500 | Conference: Welcome Sign | 1 | March 1, 2018 |
| \$750 | Golf Tournament: Gold | 6 | August 19, 2018 |
| \$1,000 | Conference: Lanyards | 1 | March 1, 2018 |
| \$1,000 | Conference: Delegate Exhibit Hall Bag | 1 | March 1, 2018 |
| \$1,000 | Conference: Breakfast | 3 | March 1, 2018 |
| \$1,000 | Conference: Delegate Package | 1 | March 1, 2018 |
| \$1,000 | Conference: Hospitality Function | 3 | March 1, 2018 |
| \$1,250 | Education: Non-Exam Course , Arena Maintenance | | SOLD OUT |
| \$1,250 | Education: Non-Exam Course , Custodial | | SOLD OUT |
| \$1,250 | Education: Non-Exam Course , Developing a Policy & Procedure Manual | | Contact the RFP Office for details |
| \$1,250 | Education: Non-Exam Course , Lifecycle & Risk Management | 1 | Contact the RFP Office for details |
| \$1,250 | Education: Non-Exam Course , Supervisory Skills | 1 | Contact the RFP Office for details |
| \$1,500 | Conference: Vendor Presentation | 7 | December 31, 2018 |
| \$1,500 | Conference: Lunch | 3 | March 1, 2018 |
| \$1,500 | Education: Symposium | 1 | Contact the RFP Office for details |
| \$2,000 | Conference: Welcome BBQ & Opening Keynote | 1 | March 1, 2018 |
| \$2,000 | Education: Exam Course , Building Maintenance Level I | 1 | Available! Contact the RFP Office for details |



| | | | |
|---------|---|---|---|
| \$2,000 | Education: Exam Course , Building Maintenance Level II | 1 | Available! Contact the RFP Office for details |
| \$2,000 | Education: Exam Course , Parks & Sport Fields Level I | 1 | Available! Contact the RFP Office for details |
| \$2,000 | Education: Exam Course , Parks & Sport Fields Level II | 1 | Available! Contact the RFP Office for details |
| \$2,000 | Education: Exam Course , Pool Operator Level I | | SOLD OUT |
| \$2,000 | Education: Exam Course , Pool Operator Level II | | SOLD OUT |
| \$2,000 | Education: Exam Course , Arena Operator Level I | | SOLD OUT |
| \$2,000 | Education: Exam Course , Arena Operator Level II | | SOLD OUT |
| \$2,000 | Conference : Closing Entertainment | 1 | March 1, 2018 |
| \$3,000 | Conference : Awards Banquet | 1 | March 1, 2018 |

Education and Events Sponsorship

The Association hosts programs and events throughout the year to serve and support the decision makers and influencers within the recreation industry.

Education - Annual AARFP Symposium

The RFP Symposium is a great opportunity to get recreation decision makers and influencers trained in one week at one location! It is intended to deliver several AARFP courses in a cost-effective manner. The 2017 symposium offered 11 courses in the span of one week (+100 people attended). The 2018 symposium will be in Stettler, AB on July 22-27, 2018.

Education - Training Courses

RFP Members participate in arena, pool, parks & sport fields, building maintenance, supervisory, lifecycle/risk management, and policy & procedure courses. These courses are hosted across Alberta, Saskatchewan, British Columbia, Nunavut, and the Northwest Territories. On average, the AARFP trains over 1,000 people each year!

The RFP offers several different training courses to recreation managers and operators. Of those, there are eight courses with a final exam. The course sponsor from the previous year is given the first right of refusal for the following year. Please visit the website for more information.



Benefits include:

- Company logo on the RFP website (Course page).
- Company logo on sponsored course manual front.
- Full page ad for the sponsored course manual outside back cover. The RFP Office will be responsible for printing this page, and the course sponsor will provide the design based on RFP's design specs. The ad would remain the same for the entire sponsor year.
- Opportunity for one promotional insert (leaflet, pamphlet, or coupon) to be included into the course manual inside cover. Item must be supplied to the office at course sponsor's own expense and must remain the same for the entire sponsor year.
- Company logo included beside the sponsored course in the printed RFP Buyer's Supplier's Guide.

Events - Skip Hayden Memorial Golf Tournament

- This event receives between 50-75 golfers from all over Alberta. This is the only event that does **not** require an AARFP Membership and attracts people from various areas of the recreation industry.
- A steak dinner, 50/50 draw and great prizes mean you can bring your team or clients and enjoy a relaxing day of golf building relationships and making memories; exactly what Skip was all about!
- The ALS Society of Alberta (Parkinson's Disease) has become the charity of choice as it was the illness that Skip succumbed to. Join us next year and support this worthy cause! Check the Events page on the website for more information.

Events - RFP's Annual Conference and Trade Show

Every April, RFP plays host to an amazing Conference and Trade Show. On average, there are over 300 members that attend. The 2018 AARFP Conference and Trade Show is in Banff, AB from April 15 -18, 2018. The delegates who attend are from Alberta, British Columbia, Saskatchewan and the Northwest Territories.

Only Associate members are invited to exhibit at the Trade Show. The benefits to you of exhibiting at the Trade Show include:

- One night dedicated to the exhibitor. That's you!
- Delegates are scheduled to attend the trade show at that time in the Conference. No other activities are scheduled to compete. You have their full attention!
- Food and beverages are provided throughout the evening.
- Supper for the exhibitors is served before the start of the trade show, so you can eat in comfort before you start to mingle with delegates.
- Prizes for delegates are drawn throughout the night. Delegates must be in attendance to claim their prizes, keeping them at the show all night long.



- Over 300 delegates attend the trade show.
- Over 70 booths are available depending on the venue. Booths are in high demand and sell quickly.

To get first notice about trade show registration, you must have an up to date Associate membership.

| Conference Sponsor Levels | Gold | Silver | Bronze |
|---------------------------|--------|--------|--------|
| Number of Points | 10 | 5 | 2 |
| Cost | \$5000 | \$2500 | \$1000 |

*Exhibit booth space must be purchased upon booking in addition to sponsorship.

| Tradeshow Booth Rates for 2018 | | | | | | |
|--|---------|--------|---------|---|--------|---------|
| Earlybird Price (before March 1, 2018) | | | | Regular Price (on or after March 1, 2018) | | |
| Size | Price | GST | Total | Price | GST | Total |
| 10' x 10' | 850.00 | 42.50 | 892.50 | 950.00 | 47.50 | 997.50 |
| 10' x 15' | 1275.00 | 63.75 | 1338.75 | 1375.00 | 68.75 | 1443.75 |
| 20' x 20'** | 2000.00 | 100.00 | 2100.00 | 2100.00 | 105.00 | 2205.00 |

RFP Conference: New in 2018!

Each attendee will get 3 beverage tickets for use on the trade show floor. Sponsors can get additional beverage tickets using sponsorship points to give to attendees at their booths. Sponsor locations with beverage tickets available will be identified on the trade show floor plan.

Standard exhibit hall space includes:

- Draped booth, 6 ft. skirted display table(s), 2 chairs and electrical outlets
- Listing of company name on the conference website with company description and website link



Exhibitor Badges:

- Two (2) exhibitor badges per 10' X 10' booth
- Three (3) exhibitor badges per 15' X 10' booth
- Four (4) exhibitor badges per 20' X 20' booth
- Option to purchase additional badges for exhibit hall only at \$60 + GST Exhibitor Registration: first come, first serve – self-selection on interactive floor plan.
- Only sponsors can select prime locations near beverage stations in exhibit hall. If you require additional items for your booth, power, carpet, shipping, etc. contact office@aarfp.com.

RFP Conference Sponsorship Opportunities

Conference Silent Auction. Deadline for sponsorship: March 31st.

RFP's Conference sees 300-350 delegates in attendance. The conference delegates are representatives from all areas of the recreation industry and include both decision-makers and influencers primarily from Alberta. However, we do get representation from the Northwest Territories, Saskatchewan, and British Columbia. Each year we host a silent auction for both the delegates and exhibitors to participate in.

Benefits:

- Your company name presented with your auction item throughout the duration of the RFP Silent Auction.

Conference Fun Run: \$500.00. Deadline for sponsorship: March 31st.

Ten (10) opportunities.

The RFP Fun Run is a kick-off to conference that happens on the Sunday afternoon during registration. There are, on average, between 50-60 runners who participate in this event.

Benefits:

- Your logo will be shared with 7 others on the back of an RFP Fun Run/Walk high quality run shirt that is worn throughout conference and beyond.
- Recognition on Facebook at least once before the Conference.
- Recognition in Leisure Lines, RFP's quarterly magazine.
- Recognition on RFP Conference page of the website.
- Recognition on video loop during the 2018 AARFP Conference.



Welcome Sign Sponsor: \$500.00. Deadline for sponsorship: March 31st.

One (1) opportunity.

The impact of first impressions really speaks for this sponsorship opportunity. The registration desk at conference is always buzzing with activity. It is the first place the delegates visit when they arrive, and quickly becomes the central meeting point for everyone! All +-300 delegates will visit the registration desk at least once throughout the conference, and that is where your logo will be on the welcome sign! The best part is that you won't be sharing this with anyone else. There is only 1 opportunity for this sponsorship!

Benefits:

- Your logo on a 4' x 3' sign present at the RFP registration desk throughout the conference.
- Recognition on Facebook at least once before the conference.
- Recognition in Leisure Lines.
- Recognition on the RFP Conference Page of the website.
- Recognition on video loop during the 2018 AARFP Conference.

Conference Breakfast Sponsor: \$1,000. Deadline for sponsorship: March 31st.

Three (3) opportunities.

There are three conference breakfasts located at the host venue for the 2018 AARFP Conference. The attendance for breakfast on Monday, Tuesday, and Wednesday is +-300 per day.

Benefits:

- Your logo shared with 2 other sponsors on a 4' x 3' sign present at all 3 breakfasts during the 2018 conference.
- Recognition on Facebook at least once before the conference.
- Recognition in Leisure Lines, RFP's quarterly magazine.
- Recognition on conference page of the RFP Website.
- Recognition on video loop during the 2018 RFP Conference.

Conference Delegate Package Sponsor: \$1,000. Deadline for sponsorship: March 31st.

Four (4) opportunities.

The RFP Conference is well known for their "swag bags" or delegate gifts. Each of the delegates are presented with a package when they register. Your company has an opportunity to include one of your logo'ed items in this package! There is a limitation with this sponsorship as we will not accept any pamphlets or brochures. This must be some form of logo'ed promotional item, like a pen, a coffee mug, a note pad etc. The item is paid for by the sponsor and sent to the office at the sponsor's expense **at least 1 week prior** to the conference start date.



Benefits:

- Your logo'ed item given directly to each of the +-300 delegates attending the conference.
- Recognition on Facebook at least once before the conference.
- Recognition in Leisure Lines, RFP's quarterly magazine.
- Recognition on RFP Conference Page of the website.
- Recognition on video loop during the 2018 AARFP Conference.

Conference Lunch Sponsor: \$1,500. Deadline for sponsorship: March 31st.

Three (3) opportunities.

There are 3 conference breakfasts located at the host venue for the 2018 AARFP Conference. The attendance for lunch on Monday, Tuesday, and Wednesday is +-300 per day.

Benefits:

- Your logo shared with 2 other sponsors on a 4' x 3' sign present at all 3 lunches during the 2018 conference.
- Recognition on Facebook at least once before the conference.
- Recognition in Leisure Lines, RFP's quarterly magazine.
- Recognition on conference page of the RFP Website.
- Recognition on video loop during the 2018 AARFP Conference.

Hospitality Room/Function Sponsor: \$1,500. Deadline for sponsorship: March 31st.

Three opportunities.

The hospitality functions are where the networking really begins. The 2018 RFP Conference will host a hospitality function each night. Most delegates will attend all of these and stay for varying lengths. If you are able to attend one or all of these nights, it is a superb way to connect with prospective clients in a relaxed atmosphere with your logo present!

Benefits:

- Your logo on a 4' x 3' sign shared with 2 other sponsors present for all 3 hospitality nights.
- Your logo on the back of the drink ticket given to each delegate for each night (over 1000 tickets printed).
- Recognition on Facebook at least once before the conference.
- Recognition in Leisure Lines.
- Recognition on RFP Conference Page of the website.
- Recognition on video loop during the 2018 AARFP Conference.



Closing Entertainment Sponsor: \$2,000. Deadline for sponsorship: March 31st.

One (1) opportunity.

This is an exclusive opportunity to highlight your company before everyone heads back to their community/facility. Despite everything else going on throughout the week, there will also be closing entertainment during the Wednesday lunch for the RFP conference. Your company logo could be one of the last things decisions makers and influencers see before they head out the door and go home!

Benefits:

- Your logo on a 4' x 3' sign present at the closing entertainment during the 2018 conference.
- Recognition on Facebook at least once before the conference.
- Recognition in Leisure Lines, RFP's quarterly magazine.
- Recognition on RFP Conference Page of the website.
- Recognition on video loop during the 2018 AARFP Conference.

Welcome BBQ & Opening Keynote Sponsor: \$2,000. Deadline for sponsorship: March 31st.

One (1) opportunity.

The 2018 conference will offer the 6th Annual Welcome BBQ. This is the initial social for all delegates. The BBQ and opening keynote speaker are happening at the Badlands Community Facility and will be the first educational component for conference. These two events will give your company the opportunity to be seen first! If you are attending the trade show the next night, it is a great way to build brand awareness, so you can follow up with people later.

Benefits:

- Your logo on a 4' x 3' sign present at both the welcome BBQ and the opening keynote during the 2018 conference.
- Recognition on Facebook at least once before the conference.
- Recognition in Leisure Lines, RFP's quarterly magazine.
- Recognition on the RFP Conference Page of the website.
- Recognition on video loop during the 2018 AARFP Conference.
- Opportunity for a company representative to introduce the keynote speaker.

Awards Banquet & Entertainment Sponsor: \$3,000. Deadline: March 31st.

One (1) opportunity.

The awards banquet and entertainment on the Tuesday evening of the conference is the best attended meal and event throughout the four days! Not only that, many delegates will bring additional guests (spouses, co-workers, and employers). This is one of the only times where +300 people are held captive in one location for several hours! The exclusivity of this opportunity is key, so don't miss out!



Benefits:

- Your logo on a 4' x 3' sign present at the awards banquet and entertainment.
- Recognition on Facebook at least once before the conference.
- Recognition in Leisure Lines
- Recognition on RFP Conference Page of the website.
- Recognition on video loop during the 2018 AARFP Conference.
- Company representative given the opportunity to go on stage and introduce the entertainment.
- One complimentary 2018 delegate package (includes all meals & activities - opportunity to network with delegates throughout entire conference).

Print Media Sponsorship Opportunities

Leisure Lines Magazine – Advertising

Available in print and electronically to all RFP members quarterly (spring, summer, fall and winter), Leisure Lines is printed to quality specifications.

Benefits:

- 5000 electronic copies (PDF) and 2500 printed copies are distributed annually to +1500 RFP members
- An additional 700 printed copies are distributed at over 100 courses and several industry trade shows
- All archived Leisure Lines are available to current RFP members

Leisure Lines Advertising Information

The deadline to submit ads for Leisure Lines is as follows: February 1st (Spring), May 1st (Summer), August 1st (Fall), and November 1st (Winter). The guidelines for submitting artwork to Leisure Lines are as follows:

1. Submit a proper sized ad (as below) in a vector format (AI, EPS). **All** text (including logos) must be converted to curves. **Colour:** CMYK or Pantone spot colours.
2. Photoshop file (PSD). **Layers with text must be rasterized!** Do NOT flatten file.



| | | |
|--------------------------------|-----------------------------------|-----------------|
| Leisure Lines Ad Rates: | 1/8 page (3.625 x 2.25) | \$141.75/ issue |
| | 1/4 page (3.625 x 4.625) Corner | \$231.00/issue |
| | 1/4-page (7.5 x 2.25) Banner | \$231.009/issue |
| | 1/2 page (3.625 x 9.5) Vertical | \$372.75/issue |
| | 1/2 page (7.5 x 4.625) Horizontal | \$372.75/issue |
| | Full page (7.5 x 10.0) | \$556.50/issue |
| | Back page (7.5 x 10.0) | \$614.25/issue |

Leisure Lines Magazine – submitting an article (it’s free!):

As an Associate Member, you can submit an article free of charge! This is your chance to share your expertise and connect with over 1500 RFP members in the recreation facility industry.

Benefits:

Your company name and logo are included in the article

A chance to brand yourself as a resource for people in the recreation industry

Note: there are criteria for submitting articles for Leisure Lines. Please contact the RFP office at: monica@aarfp.com for more information.

The RFP Annual Wall Calendar: \$485 + GST

Another opportunity for Associate Members *only*. Each December, the RFP mails wall calendars to +1500 recreation facility professionals. Advertising spaces for your business-card sized ad are available. These are highly sought-after calendars at recreation facilities across Canada!

Got sponsorship ideas? Want to create a sponsorship package that works within your budget?

Please contact the RFP office at: 1 (888) 253-7544 or email office@aarfp.com.