

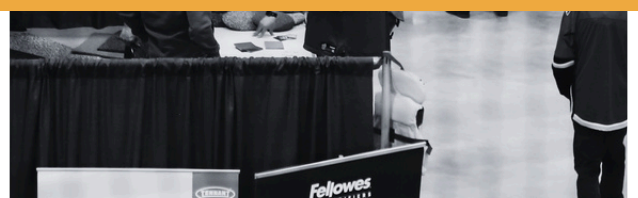
APRIL 13 -16, 2025

CANMORE

# AARFP CONFERENCE & TRADE SHOW



SPONSORSHIP PACKAGE



# JOIN US AT THE PEAK

AARFP is excited to invite you to our Annual Conference & Trade Show: "Recreation at its Peak". This highly anticipated event brings together key stakeholders in the recreation industry from Alberta, British Columbia, the Maritimes and Northwest Territories, all who share your passion and innovation in the recreation industry. Delegates and exhibitors will depart from Conference & Trade Show equipped with the tools, connections and resources necessary to excel in their endeavors.

As sponsors and exhibitors, we want you to take center stage. Your company, products and services will be showcased in the live Trade Show, throughout Conference and in our event app.



## WHY SPONSOR?

- We expect over 300 delegates at the Conference & Trade Show, which is the perfect opportunity to build brand awareness and reach your target audience
- Be seen supporting the recreation industry and providing cutting-edge technology, information and innovation
- Preferred / tiered logo placement on all audio-visual screens during the Conference & Trade Show
- Sponsor name, logo, website links and recognition on AARFP website, newsletter, conference materials, social media and quarterly magazine
- Your sponsorship opportunity is reserved from the previous Conference year



**APRIL 13 -16, 2025**  
**CANMORE**

**The Alberta Association of Recreation Facility Personnel (AARFP)** is a not-for-profit association that trains over 1,000 recreation facility operators each year in Alberta, Saskatchewan, British Columbia, Nunavut, and the Northwest Territories.

# SPONSORSHIP

Sponsorship Opportunities	Benefits & Recognition
Trade Show Sponsor \$2,000 <b>SOLD</b>	<ul style="list-style-type: none"> <li>• Trade show naming rights</li> <li>• Logo on entry signage, print material, food serving table and registration desk</li> <li>• Logo on drink ticket given to delegates</li> </ul>
Welcome, BBO & Sign Sponsor \$1,500 <b>SOLD</b>	<ul style="list-style-type: none"> <li>• Company logo on signage at registration &amp; BBQ</li> </ul>
Lanyard Sponsor \$1,500 <b>SOLD</b>	<ul style="list-style-type: none"> <li>• Logo on all lanyards for all delegate name tags</li> </ul>
Delegate Bag Sponsor \$1,500 <b>SOLD</b>	<ul style="list-style-type: none"> <li>• Logo on bag given to all delegates during Conference &amp; Trade Show</li> </ul>
Hospitality Room Sponsor \$1,500 2 Available	<ul style="list-style-type: none"> <li>• Naming rights of one hospitality room as the presenting sponsor and opportunity to host the night</li> <li>• Signage at entrance to hospitality room on sponsored night</li> <li>• Logo on drink ticket given to delegates for sponsored night</li> </ul>
Opening Keynote Sponsor \$1,000 <b>SOLD</b>	<ul style="list-style-type: none"> <li>• 5 minutes to present your business prior to the opening keynote or to have a video presentation</li> <li>• Recognition as the presenting sponsor</li> <li>• Opportunity to introduce keynote</li> <li>• Logo on entry signage</li> </ul>
Awards Banquet & Entertainment Sponsor \$1,000 <b>SOLD</b>	<ul style="list-style-type: none"> <li>• Recognition as the banquet sponsor</li> <li>• Opportunity to introduce entertainment.</li> <li>• Logo on awards banquet program</li> <li>• Logo on entry signage</li> </ul>
Grand Prize Sponsor \$1,000 <b>SOLD</b>	<ul style="list-style-type: none"> <li>• Recognition signage with your logo near prize at all major activities</li> <li>• 5 minutes to represent your business prior to the grand prize draw (or to have a minute long video about your business)</li> <li>• Opportunity to pull the winning ticket</li> </ul>
Mobile App \$1,000 2 Available	<ul style="list-style-type: none"> <li>• Your company logo will be prominently featured on our mobile event app in a splash page (so that whenever someone opens the app they will see your logo)</li> <li>• Your logo will be in the menu bar of the mobile app</li> </ul>

# SPONSORSHIP

Sponsorship Opportunities	Benefits & Recognition
Trade Show Giveaways 1 of \$1,000 or 2 of \$500 or <b>3</b> of \$250 7 Available	<ul style="list-style-type: none"> <li>You will be thanked for the sponsorship during the giveaway which will happen at the trade show</li> <li>The winner will be given the prize at the sponsors booth and pictures will be taken</li> <li>Your logo will be on the giveaway or on the sign</li> </ul>
Closing Keynote Sponsor <b>SOLD</b> \$750	<ul style="list-style-type: none"> <li>5 minutes to present your business prior to the closing keynote</li> <li>Recognition as the presenting sponsor</li> <li>Opportunity to introduce speaker</li> <li>Logo on entry signage</li> </ul>
Lunch Sponsor \$750 3 Available	<ul style="list-style-type: none"> <li>Recognition at one lunch as the presenting sponsor</li> <li>Signage with logo at lunch area</li> <li>Opportunity to distribute promotional material (subject to approval by RFP) at lunch</li> </ul>
Breakfast Sponsor \$500 <b>2</b> Available	<ul style="list-style-type: none"> <li>Recognition at one breakfast as the presenting sponsor</li> <li>Logo on signage at breakfast area</li> </ul>
Nutrition/Coffee Break Sponsor \$500	<ul style="list-style-type: none"> <li>Recognition signage with your logo at ALL nutrition breaks throughout conference</li> </ul>
Door Prizes \$250 3 Available	<ul style="list-style-type: none"> <li>Provide door prizes that will be given away throughout conference</li> <li>Your company name and a 15 second blurb will accompany the prize</li> </ul>
Fun Run Sponsor \$250 March 10th deadline	<ul style="list-style-type: none"> <li>Your logo shared with up to 7 others on the back of the fun run shirt</li> </ul>
Activity Sponsor \$250 5 Available	<ul style="list-style-type: none"> <li>1 Complimentary activity ticket</li> <li>Logo on signage at the activity</li> <li>Public recognition during activity</li> </ul>
Open Forum Sponsor \$150 <b>4</b> Available	<ul style="list-style-type: none"> <li>Recognition at one of our most popular educational session(s), the open forum, as the sponsor</li> <li>Signage with logo at session room</li> </ul>

**NOTE: Sponsorships are sold on first come, first serve basis. Please contact us at [communications@aarfp.com](mailto:communications@aarfp.com)**

Deadline to secure all sponsorships are April 1st, 2025 unless otherwise noted above.



# ASSOCIATE SHOWCASE

## PAID ASSOCIATE SESSION

This is a great opportunity to educate individuals on your services, products, and information in an educational in-person format. There are four, one hour long educational sessions that are available on **Monday, April 14, 2025**. One session is \$350 and the deadline to express interest is March 1st, 2025.

**The Monday, April 14 sessions are from:**

~~10:30am-11:30am, 12:30am-1:30pm, 2:00pm-3:00pm, 3:30pm-4:30pm~~

We require that your PowerPoint be sent to our Technical Director for a quality check before March 27, 2025. The presenter must be a member, follow RFP Values and Code of Ethics and the presentation must assist the development of the recreation industry.

This hour-long spot is an opportunity to present your company, services, products or latest information. There is no guarantee for attendees, however this session will be promoted with the rest of our educational sessions.

**300+** recreation professionals will be at the RFP Conference & Trade Show

If you are interested in this opportunity email:  
[communications@aarfp.com](mailto:communications@aarfp.com)