



www.Ilipra.org

Advertising & Sponsorship Opportunities



PARK & RECREATION ASSOCIATION

About the Illinois Park & Recreation Association

Established in 1944, the Illinois Park & Recreation Association's mission is to provide and promote exceptional standards of education, networking, and resources for all professionals in the Illinois park, recreation, and conservation communities. We have nearly 3,000 members throughout the state.

Illinois park, recreation, and conservation agencies generate \$9.9 billion dollars in economic activity annually, and support businesses that support their professional association. Our members are responsible for the day-to-day operations at park, recreation, and conservation agencies - they manage multi-million dollar facilities, including golf courses, museums, recreation centers, water parks and zoos, and make buying decisions and recommendations.



 **3,000+**

Number of IPRA Members

 **20,000**

ILipra.org monthly page views

 **10,000+**

Number of social media followers

IPRA reserves the right to decline or reject any advertising or sponsorship opportunity that does not align with our values, mission, and criteria. Advertisements or sponsored content that conflicts with our standards or contradicts the interests of our audience may be refused.

NEWSLETTER ADVERTISING

Now more than ever, professionals consume information on the go. IPRA's bi-monthly eNewsletter, IPRA Today, allows members to stay informed of timely industry topics and association news whether they are in the office or on the road. Include your company logo and brief promotional text (no more than 100 words) in an issue of IPRA Today eNewsletter. One advertisement space available per issue. Price is per issue.



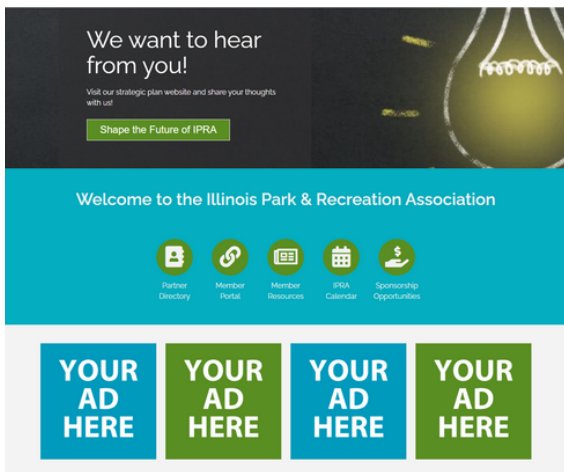
Per Issue, Company Logo + 100 words

IPRA Member: \$500

Non-Member: \$1,000

WEBSITE ADVERTISING

Advertising on the IPRA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to ILipra.org to learn about upcoming association events, discover ways to maximize their IPRA membership, participate in social networking, and more. Advertising on ILipra.org offers several cost-effective opportunities to position your ad company as a leader in front of an influential group of park, recreation, and conservation professionals.



Home Page Ad

Be one of the first companies seen on IPRA's website by selecting the Home Page position. Only one ad image per company, with a maximum of five static ads.

3 Months (300 x 300 pixels)

IPRA Member: \$200

Non-Member: \$400

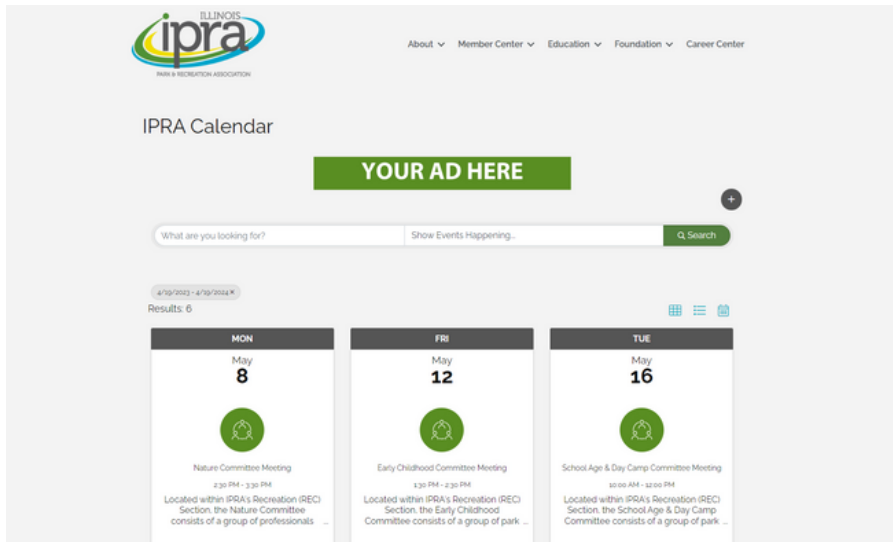
12 Months (300 x 300 pixels)

IPRA Member: \$750

Non-Member: \$1,600

Event Calendar Banner Ad

Only one ad image per company, with a maximum of five ads in rotation.



3 Months (468 x 300 pixels)

IPRA Member: \$200

Non-Member: \$400

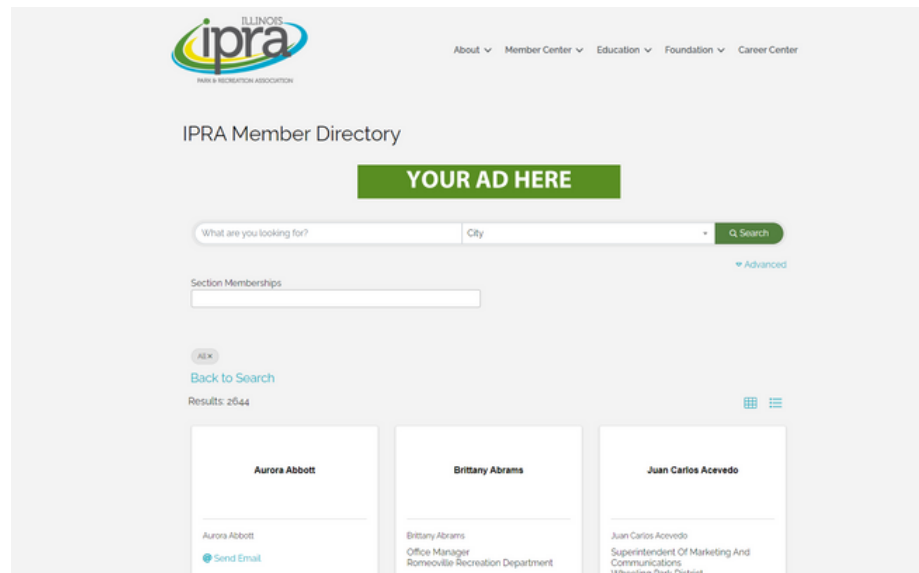
12 Months (468 x 60 pixels)

IPRA Member: \$750

Non-Member: \$1,600

Member Directory Banner Ad

Only one ad image per company, with a maximum of five ads in rotation.



3 Months (468 x 300 pixels)

IPRA Member: \$200

Non-Member: \$400

12 Months (468 x 60 pixels)

IPRA Member: \$750

Non-Member: \$1,600



Career Center Banner Ad

The IPRA Job Board is the most visited page of the IPRA website. It is the go-to resource to share open positions and for job-seekers. Only one ad image per company, with a maximum of six ads in rotation.

1 Month (945 x 160 pixels)	12 Months (945 x 160 pixels)
IPRA Member: \$200	IPRA Member: \$2,200
Non-Member: \$400	Non-Member: \$4,800

LUNCH & LEARN HOST

IPRA has a unique opportunity for companies to host a 'Lunch & Learn' webinar on a topic of their choice! These virtual events allow companies to connect with practitioners - and to provide relevant and timely information about trends and services as they apply to park and recreation agencies, special recreation associations and forest preserves. Opportunity is available once per month, on Friday. Non-Member fee includes IPRA Commercial Membership.



Lunch & Learn Host

IPRA Commercial Members: \$500
Non-Members: \$900

- Sponsor logo and website link included on event registration page, email, social media posts, and newsletter recognition.
- Sponsor logo and 100-word text included in event email to IPRA membership.
- Event attendee list.
- 45-minutes for you to present via Zoom to IPRA members, allowing for 15 minutes of Q&A after the session. Presentation can be live or pre-recorded, we prefer that the Q&A is hosted live.
- Webinar recording will be posted on IPRA's Resource Page, available for view 24/7 by IPRA members.

RESERVE YOUR OPPORTUNITY
Contact: Heather Weishaar
heather@ilipra.org or 708.588.2282

IPRA MEMBER SOCIAL @ NRPA SPONSORSHIP



In October 2024, in beautiful Atlanta, the Illinois Park & Recreation Association (IPRA) will be hosting an [IPRA Member Social](#) during the [National Recreation and Park Association \(NRPA\) Annual Conference](#). We expect 300 Illinois delegates to attend, and we would like to invite you to partner with IPRA in hosting this event.

Partnership Opportunities

Premier Partner (2 opportunities): \$2000

Supporting Partner (4 opportunities): \$500

Sponsorship includes:

- Sponsor logo on event signage
- Tickets to social
- Event attendee list
- and more! Reach out to Heather@ilipra.org for details

EVENT SPONSORS

In 2023, IPRA hosted over [225 events](#), with over [5,000 registrants](#)! Our array of networking and professional development opportunities support park, recreation & conservation professionals by building competency and strengthening their support system. Please contact Heather Weishaar at IPRA for details on available opportunities.

Event Sponsor

Premier Sponsor: \$1000

Supporting Sponsor: \$500

Opportunities include

Park Pursuit, ProConnect Mentorship Program, Professional Development School (PDS), and SIGNature Educational Events



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