



2025-2026 SPONSORSHIP OPPORTUNITIES

**WHERE PARKS, PEOPLE, AND
PARTNERSHIPS GROW TOGETHER.**

Be Part of Something Bigger: Sponsor with MPRA

Thank you for your interest in partnering with the Missouri Park and Recreation Association (MPRA). By becoming a sponsor, you're not just supporting events and programs—you're investing in healthier communities, vibrant public spaces, and meaningful connections across Missouri.

Inside this packet, you'll find a variety of sponsorship opportunities designed to help you showcase your brand, build valuable relationships, and make a lasting impact. Whether you're promoting products, sharing expertise, or connecting with leaders in parks and recreation, MPRA provides the platform to amplify your reach.

We look forward to working together to create stronger parks, healthier communities, and a brighter future for all Missourians.

What's Inside?

The following pages provide a comprehensive overview of the events scheduled for the MPRA

2025–2026 fiscal year, along with the exclusive sponsorship opportunities available. Each event section includes a brief description of the event, a summary of sponsorship benefits, investment details, and key event statistics—such as attendance numbers and frequency.

After reviewing the opportunities, please feel free to contact the MPRA team with any questions or to discuss how we can best align with your goals.

Do Not Hesitate!

Sponsorships are offered on a first-come, first-served basis. If you are interested in partnering with MPRA, we encourage you to complete the **2025–2026 MPRA Sponsorship Opportunities Selection Form** at the end of this packet and email it to our office as soon as possible to secure your spot in the sponsorship queue.

Please note: Sponsorships will be confirmed and awarded only after payment has been received.

We look forward to partnering with you to support parks, recreation, and community enrichment across Missouri.

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Missouri Park & Recreation Association
2018 William Street
Jefferson City, MO 65109
www.mopark.org
573.636.3828

MPRA Sponsorship Contacts

Kerri Kelley, Meeting & Event Specialist
kerri@mopark.org

Sarah Veile, Assistant Executive Director
sarah@mopark.org



REGIONAL LUNCH & LEARNS

MPRA offers "Lunch and Learn" sessions as part of its commitment to professional development within the parks and recreation sector. These events provide members with opportunities to engage in educational discussions on current topics relevant to the profession. The sessions allow professionals to enhance their knowledge and skills, contributing to the growth and improvement of parks and recreational services across Missouri. Most Lunch and Learn events include a region meeting and a catered lunch.

**AN INVESTMENT
OF UP TO \$500
PER EVENT**

SPONSORSHIP BENEFITS

1. **High-Visibility Brand Exposure:** Your logo featured prominently on MPRA's website and all event promotional emails, putting your brand in front of a targeted, engaged audience of parks and recreation professionals.
2. **Face-to-Face Networking:** Host a table or display at the event for two hours, an invaluable opportunity to connect personally with influential decision-makers.
3. **Direct Audience Access:** Take the spotlight with 2-3 minutes to speak during lunch, allowing you to directly share your message, highlight your services, and leave a lasting impression on event attendees.

EVENT STATS

- **Number of Opportunities:** One sponsor per event.
- **Average Attendance:** 30-40 professionals.
- **Occurrences:** Up to four per year, per region.
- **Commitment:** One event (No first right of refusal the following year).



ONE-DAY REGIONAL CONFERENCES

MPRA's One-Day Regional Conferences are dynamic, one-day professional development events tailored for parks and recreation professionals. These conferences feature a variety of educational sessions covering a wide range of topics. Attendees have the opportunity to explore current trends, exchange ideas, and forge valuable connections within the region. Most One-Day Regional Conferences include a region meeting and a catered lunch.

**AN INVESTMENT
OF UP TO \$750
PER EVENT**

SPONSORSHIP BENEFITS

1. **Premium Brand Visibility:** Showcase your logo on MPRA's website and all event promotional materials, reaching a highly engaged network of parks and recreation professionals across the state.
2. **Powerful In-Person Connections:** Set up a display table for the full event day, giving you dedicated time to build relationships with key decision-makers and community leaders.
3. **Exclusive Speaking Opportunity:** Command the audience's attention with a 2–3 minute speaking slot during lunch, the perfect platform to spotlight your brand, share your story, and leave a lasting, memorable impression.

EVENT STATS

- **Number of Opportunities:** Up to three sponsors per event.
- **Average Attendance:** 100 professionals.
- **Occurrences:** Up to one per region, per year.
- **Commitment:** One event (First right of refusal the following year).



AQUATIC FACILITY OPERATOR COURSE

The MPRA Aquatic Facility Operator (AFO) Course is a professional training program designed for individuals responsible for managing and operating aquatic facilities. The course covers key topics such as water chemistry, risk management, pool operations, maintenance, and regulatory compliance. Participants gain practical knowledge and skills to ensure safe, efficient, and effective operation of swimming pools and aquatic venues. Upon successful completion, attendees earn the AFO certification, recognized nationally as a standard for aquatic facility management.

**AN INVESTMENT
UP TO \$750 PER
EVENT**

SPONSORSHIP BENEFITS

- 1. E-Newsletter Advertising:** Receive one featured ad annually in MPRA's monthly e-Newsletter, putting your brand directly in front of aquatic professionals across Missouri.
- 2. Website Logo & Link:** Your logo and website link displayed on the AFO course registration page, ensuring visibility to every participant before they even arrive.
- 3. Exclusive Delegate List:** Get an electronic list of course delegates' contact information, giving you valuable connections for follow-up and marketing.
- 4. On-Site Sponsor Recognition:** Be recognized with sponsor signage at each in-person AFO course, reinforcing your brand's presence throughout the event.
- 5. Direct Access to Delegates:** Attend each course to distribute materials and engage with delegates during authorized breaks and lunch, giving you face-to-face networking opportunities.

EVENT STATS

- **Number of Opportunities:** One sponsor per event.
- **Average Attendance:** 15-20 professionals.
- **Occurrences:** Two per year. (One in-person and one virtual)
- **Commitment:** Three year contract.



CERTIFIED PLAYGROUND SAFETY INSPECTOR COURSE

The CPSI nationally recognized course provides comprehensive training on playground safety standards, hazard identification, and risk management practices. Participants will learn how to inspect playgrounds for compliance with current safety guidelines, helping to ensure safer play environments. Successful completion includes eligibility to become a Certified Playground Safety Inspector (CPSI) through the National Recreation and Park Association (NRPA).

**AN INVESTMENT
UP TO \$2500
PER EVENT**

SPONSORSHIP BENEFITS

1. **One complimentary registration** for the Sponsor each year of the three-year agreement—giving your team direct access to the course experience.
2. **A featured ad in MPRA's monthly e-Newsletter** once per year, boosting your visibility to the CPSI audience.
3. **Prominent logo placement and website link** on the CPSI course registration page, driving traffic and building brand recognition.
4. **Exclusive Delegate List:** Get an electronic list of course delegates' contact information, giving you valuable connections for follow-up and marketing.
5. **On-site signage recognizing your sponsorship** at every CPSI course, reinforcing your leadership in playground safety.
6. **Exclusive in-person access at each course**, where you can distribute promotional materials and connect with delegates during designated break and lunch times.

EVENT STATS

- **Number of Opportunities:** One sponsor per event.
- **Average Attendance:** 60 professionals.
- **Occurrences:** Up to three per year.
- **Commitment:** Three year contract.



MAINTENANCE RODEOS

MPRA hosts Regional Maintenance Rodeos, engaging parks and recreation maintenance professionals in friendly competitions that test their practical skills and teamwork. Teams of three to five members participate in events such as skid steer operation, zero-turn mower navigation, backpack blower accuracy, project assembly, and truck and trailer maneuvering. Top-performing teams from regional rodeos advance to the state championship, held during the MPRA Annual Conference, where they compete for statewide recognition and bragging rights.

**AN INVESTMENT
UP TO \$1,500
PER EVENT**

SPONSORSHIP BENEFITS

1. **Event Sponsor (\$1500, Covers All 4 Events, 4 Sponsorships Available)**
2. **Lunch Sponsor (\$750, 1 Per Region Available)**
3. **Equipment Sponsor (In-Kind Donation and Use of Equipment, 1 Per Region Available)**

Benefits for all sponsorship levels:

- **Prominent Brand Visibility:** Your logo will be featured across all key promotional materials ensuring maximum exposure before and during the event.
- **High-Impact Apparel Placement:** Your brand will be proudly displayed on participant tee shirts.
- **Event-Day Recognition:** Your logo showcased on official event banners.
- **Direct Engagement Opportunity:** Set up a table or display for the full day, providing valuable face-to-face interaction with parks and recreation professionals from across the state.

EVENT STATS

- **Number of Opportunities:** Varies.
- **Average Attendance:** 100 professionals.
- **Occurrences:** One per year, in Regions 1, 3, 4. One State Championship per year.
- **Commitment:** All three events and state championship. (First right of refusal the following year).



REGIONAL GOLF TOURNAMENTS

The MPRA Regional Golf Tournament is designed to bring together parks and recreation professionals for a day of camaraderie and competition. The event includes green fees, cart rental, beverage tickets, and lunch. Participants have the opportunity to network with colleagues, enjoy the outdoors, and compete for prizes, all while supporting MPRA's mission to enhance the quality of life through parks and recreation.

**AN INVESTMENT
UP TO \$500
PER EVENT**

SPONSORSHIP BENEFITS

1. Lunch Sponsor (\$500, 3 Available):

- Your logo featured on the MPRA website, event banners, and all promotional materials.
- An exclusive 3-minute speaking opportunity at lunch to connect with attendees, promote your brand, and leave a lasting impression with decision-makers and industry peers.

2. Hole Sponsor (\$100, 1 per hole Available):

- Your logo prominently displayed on a customized yard sign at a designated tee box.

3. Prize Donation:

- Opportunity to include branded items inside the prize, giving you additional brand recognition and a memorable presence with tournament participants.
- Your company name proudly showcased next to your donated prize basket on the prize table.

EVENT STATS

- **Number of Opportunities:** Many
- **Average Attendance:** 60+ professionals.
- **Occurrences:** One per year.
- **Commitment:** One event (No first right of refusal the following year).



EXECUTIVE FORUM

The Missouri Park and Recreation Association and the Kansas Recreation and Park Association have joined forces to present the MPRA—KRPA Executive Forum. The two associations have partnered to present this platform for directors, administrators, and senior staff to discuss industry trends, share best practices, and explore solutions to common challenges. The forum features keynote speakers, panel discussions, and networking opportunities focused on leadership, innovation, funding strategies, community engagement, and workforce development, all aimed at strengthening parks and recreation systems.

**AN INVESTMENT
OF \$250 - \$1500
PER EVENT**

SPONSORSHIP BENEFITS

1. Lunch Sponsor (\$1500, 2 available)

- Get prime booth space on your sponsorship day, event recognition, your logo and link on the Executive Forum webpage, and a branded insert in every attendee packet.

2. Delegate Gift Sponsor (\$1500, 1 available)

- Showcase your logo on the delegate gift for all attendees, enjoy booth space on day one, event recognition, your logo and link online, an invite to the social, and an insert in attendee packets.

3. Wednesday Social Sponsor (\$1000, 3 available)

- Secure booth space for both days, event recognition, your logo and link online, an invite to the social, and a branded item in every attendee packet.

4. Program Sponsor (\$250, 5 available)

- Get event recognition, your name in the program, and a branded insert in every attendee packet.

EVENT STATS

- **Number of Opportunities:** 11 sponsors per event.
- **Average Attendance:** 50-60 professionals.
- **Occurrences:** Once every other year.
- **Commitment:** One event (First right of refusal the following Missouri-hosted event).



LEADERSHIP DEVELOPMENT INSTITUTE

The MPRA Lyle B. Beaver Leadership Development Institute is a premier program designed to cultivate emerging leaders in the parks and recreation field. Held every other year, this immersive, multi-day event offers participants the opportunity to engage in a comprehensive curriculum. Through interactive sessions and networking opportunities, the Institute equips professionals with the skills and knowledge necessary to excel in leadership roles within their organizations and the broader MPRA community.

**AN INVESTMENT
OF \$500 PER
EVENT**

SPONSORSHIP BENEFITS

1. **Premium Online Exposure:** Your logo featured on the MPRA event page with a direct link to your website.
2. **High-Visibility Print Placement:** Logo displayed on the official event flyer and prominently on the attendee binder's back cover.
3. **Direct Marketing Opportunity:** Your promotional materials or giveaway items placed directly into the hands of all 25 attendees.
4. **Exclusive Lead Access:** Full attendee contact list, including email addresses, provided after the event to fuel your follow-up and connections.

EVENT STATS

- **Number of Opportunities:** Three sponsors per event.
- **Average Attendance:** 25 professionals.
- **Occurrences:** Once every other year.
- **Commitment:** One event (First right of refusal the following event).

2026 MPRA CONFERENCE & EXPO



FEBRUARY 24-27 · WYNDHAM EXECUTIVE CENTER, COLUMBIA, MO

As a vital part of the parks and recreation industry, we invite you to sponsor the 2026 MPRA Conference and Expo. Your support will enable us to deliver an exceptional event for MPRA members, featuring a week filled with valuable educational sessions, networking opportunities, and enjoyable experiences. Your sponsorship will make a significant impact, and we sincerely hope that you will join us in making this event a resounding success!

**AN INVESTMENT
OF \$500-\$4500+
PER EVENT**

BRANDING SPONSORSHIPS

- Recognition in MPRA Magazine
 - ¼-page ad in post-conference magazine
 - Special designation on mobile app
 - Sponsor signage at conference
 - Recognition at general session and awards banquet
 - One complimentary booth space in the expo
 - \$300 in registration credits for passes and socials
 - Recognition in pre-conference marketing
 - Recognition on MPRA website
- **Delegate Gift.....\$4500 (x1)**
 - Logo on approx 450 delegate gifts.
 - **Name Badge Holder\$3000 (x1)**
 - Logo on approx 550 delegate name badges.
 - **Wi-Fi\$3000 (x1)**
 - Business name used as the Wi-Fi password at the event.
 - **NEW! Hotel Keycard.....\$3000 (x1)**
 - Business name on the hotel room keycards.
 - **Education Session\$2250 (x8)**
 - Signage at room entrance and recognition by room host.

NETWORKING SPONSORSHIPS

- Recognition in MPRA Magazine
 - ¼-page ad in post-conference magazine
 - Special designation on mobile app
 - Sponsor signage at conference
 - Recognition at general session and awards banquet
 - One complimentary booth space in the expo
 - \$300 in registration credits for passes and socials
 - Recognition in pre-conference marketing
 - Recognition on MPRA website
 - Opportunity to place promo items on tables at sponsored event
 - Sponsor sign at event
- **Tuesday Opening Keynote\$3000 (x1)**
 - 3-5 Minutes to address attendees and introduce keynote.
 - **Tuesday Welcome Dinner & Social\$3000 (x2)**
 - 3-5 Minutes to address social attendees.
 - **Expo Hall Happy Hour\$3000 (x1)**
 - Logo on 200 promo item handed out in Expo Hall.
 - 100 drink tickets to distribute at Happy Hour or Wednesday Dinner.
 - **Wednesday Dinner & Auction\$3000 (x2)**
 - 3-5 Minutes to address social attendees.
 - **Thursday Closing Social.....\$3000 (x2)**
 - 3-5 Minute video presented after the Awards Banquet.
 - **Region Meeting Breakfasts\$1000 (x4)**
 - 3-5 Minutes to address attendees.

DRINK TICKET SPONSORSHIPS

- Recognition on the exhibitor map
- Recognition in the conference app
- Custom drink tickets to distribute for redemption at the Expo Hall Happy Hour or Wednesday dinner
- Must purchase a booth space in the expo hall

➤ **50 tickets/\$500 -or- 100 tickets/\$1000 (400 avail.)**

GENERAL EVENT SPONSORSHIPS

- Recognition in MPRA Magazine
- ¼-page ad in post-conference magazine
- Special designation on mobile app
- Sponsor signage at conference
- Recognition at general session and awards banquet
- \$300 in registration credits for passes and socials
- Recognition in pre-conference marketing
- Recognition on MPRA website

➤ **\$1500 (unlimited)**

EVENT APP SPONSORSHIP

- Recognition on MPRA website
 - Banner ad (600px by 250px) on conference app
- **\$1000 (x1)**

DRINK SPONSORSHIPS

- Recognition on MPRA website
- **Wednesday Coffee\$750 (x1)**
 - Coffee provided by [Co. Name] and logo at coffee stand
 - **Thursday Coffee\$750 (x1)**
 - Coffee provided by [Co. Name] and logo at coffee stand
 - **Soft Drinks\$750 (x1)**
 - Soft Drinks provided by [Co. Name] and logo at all bars

EVENT STATS

- Average Attendance: 450-550 professionals.
- Occurrences: Once every year.
- Commitment: One event (First right of refusal the following event on some).

2025-26 MPRA SPONSORSHIP OPPORTUNITIES SELECTION FORM

Please check any of the following events you are interested in sponsoring for the 2025-2026 MPRA event year. We will contact you to discuss availability and payment details. Payment must be made to secure sponsorship.

REGIONAL LUNCH & LEARNS

REGION 1

- ☐ September 2025: Kansas City, MO, Topic: Do's and Don'ts of Programming
- ☐ November 2025: Lee's Summit, MO, Topic: Legislative/Professional Development
- ☐ March 2026: Kansas City, MO, Topic: Parks/Maintenance

REGION 2

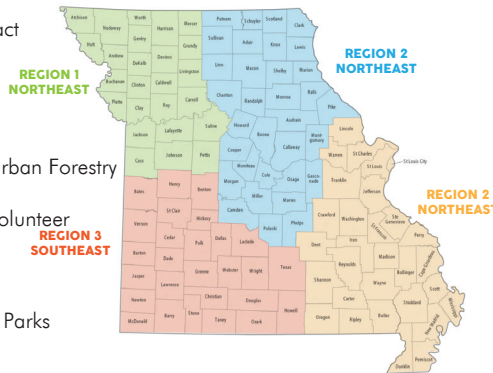
- ☐ September 2025: Owensville, MO, Topic: Park Master Planning/Economic Impact
- ☐ November 2025: Eugene, MO, Topic: Rock Island Trail
- ☐ April 2026: Rolla, MO, Topic: Advocacy

REGION 3

- ☐ September 2025: Springfield, MO, Topic: Urban Forestry & Native Landscaping
- ☐ November 2025: Springfield, MO, Topic: Volunteer Engagement and Retention
- ☐ January 2026: Springfield, MO, Topic: Crisis Management in Parks
- ☐ April 2026: Springfield, MO, Topic: Tech in Parks

REGION 4

- ☐ September 2025: Ballwin, MO, Topic: Special Events
- ☐ January 2025: Maryland Heights, MO, Topic: Customer Service
- ☐ April 2026: Jefferson Barracks Park, Topic: Great Rivers Greenway



2026 MPRA CONFERENCE

BRANDING SPONSORSHIPS

- ☐ Delegate Gift
- ☐ Name Badge Holder
- ☐ Wi-Fi
- ☐ Hotel Keycard
- ☐ Education Session

NETWORKING SPONSORSHIPS

- ☐ Tuesday Opening Keynote
- ☐ Tuesday Welcome Dinner & Social
- ☐ Expo Hall Happy Hour
- ☐ Wednesday Dinner & Auction
- ☐ Thursday Closing Social
- ☐ Region Meeting Breakfasts

DRINK TICKET SPONSORSHIPS

- ☐ 50 Drink Tickets
- ☐ 100 Drink Tickets

ADDITIONAL SPONSORSHIPS

- ☐ Event App
- ☐ General Event Sponsor
- ☐ Wednesday Coffee
- ☐ Thursday Coffee
- ☐ Soft Drinks

- ☐ Please inform me of any additional sponsorship opportunities that may become available throughout the year beyond those listed on this form.

ONE-DAY REGIONAL CONFERENCES

- ☐ Summer Camp Summit Hosted by Region 4 - September 9, 2025 - Dardenne Prairie, MO
- ☐ Aquatics Summit Hosted by Region 4 - October 28, 2025 - Columbia, MO (Tentative)
- ☐ Regional Conference Hosted by Region 4 - November 13, 2025 - O'Fallon, MO
- ☐ Maintenance Workshop Hosted by Region 2 - December 11, 2025 - Columbia, MO

MAINTENANCE RODEOS

- ☐ Event Sponsor
- ☐ Lunch Sponsor - Region 1 - January 2026: St. Joseph, MO
- ☐ Lunch Sponsor - Region 3 - January 2026: Springfield, MO
- ☐ Lunch Sponsor - Region 4 - January 2026: St. Charles, MO
- ☐ Equipment Sponsor

REGIONAL GOLF TOURNAMENT Hosted by Region 4 - October 1, 2025 - St. Peters, MO

- ☐ Lunch Sponsor
- ☐ Hole Sponsor
- ☐ Prize Donation

LEADERSHIP DEVELOPMENT INSTITUTE

No event scheduled for 2025-2026.

EXECUTIVE FORUM October 16-17, 2025, Blue Springs, MO

- ☐ Lunch Sponsor
- ☐ Delegate Gift Sponsor
- ☐ Wednesday Social Sponsor
- ☐ Program Sponsor

CERTIFIED PLAYGROUND SAFETY INSPECTOR COURSE

- ☐ Summer 2025 CPSI - August 26-28, 2025 - Jefferson City, MO
- ☐ Fall 2025 CPSI - November 5-7, 2025 - Raymore, MO
- ☐ Spring 2026 CPSI - Date and Location: TBD

AQUATIC FACILITIES OPERATOR COURSE

- ☐ Fall 2025 AFO - October 1-2, 2025 - Jefferson City, MO
- ☐ Spring 2026 AFO - Virtual

CONTACT INFORMATION

Name

Business Name

Title

Email

Phone

Email completed form to
events@mopark.org

