

# Sponsorship Menu

March 29 - April 1, 2022 • Oregon Convention Center

Subject to change. Last updated: January 21, 2022



- ▶ All Sponsorships are exclusive opportunities unless otherwise specified
- ▶ All Sponsors are required to have current NIRSA Associate Member status
- ▶ All Sponsorships include recognition on the Annual Conference website, the event mobile app, and on signage throughout the Annual Conference
- ▶ All Sponsorship fees (less production costs if applicable) are credited toward **NIRSA Partner Program** rewards
- ▶ Additional recognition applicable where specified

## Socials

### All-Conference Social: **SOLD**

This premier "must attend" event distinguishes itself by its off-site location while setting the stage for the upcoming week. As the sponsor for the All-Conference Social, you will be recognized as the sole supporter of this special event creating a lasting impression and brand recognition long after the event is over.



### People of Color Social: **SOLD**

This social provides networking and mentoring opportunities, fosters continued involvement of people of color within the Association, and encourages active participation in various leadership roles within and outside the organization.



### LGBTQ & Allies Social: **SOLD**

The LGBTQ & Allies Social provides a welcoming and inclusive space for both engaging and networking. Because NIRSA recognizes that diversity includes dignity, respect, inclusion, and opportunity, the social fosters and encourages the continued evolution of a strong and sustainable community in which the LGBTQI, Friends, & Allies can thrive.



## Main Events

### Opening General Session/Keynote Speaker: **SOLD**

This opportunity provides not only recognition as a major sponsor of the Annual Conference, but also affords you the opportunity to address, on a personal level, the largest gathering of attendees next to the All-Conference Social.



**Contact Emily Hughes to secure your sponsorship today!**  
**emily.hughes@nirsa.org • 541-766-8211**



### **Closing General Session: \$5,000**

The closing of the Annual Conference is a highly attended event celebrating the culmination of shared collaboration and accomplishment while also offering you one last chance to be a thought leader by sharing your message with attendees.

### **Breakfast: \$6,000**

New this year! All attendees will be provided breakfast each morning of the conference. This is the perfect way to mingle while still making it to the first session of the day. This sponsorship opportunity will top the gratitude list of attendees who love breakfast and to start the day off right!

## **Pre-Conference Events**

### **Women Leading Women Precon: \$2,500 each (limit 2)**

Be a part of the conversation while engaging and networking with an amazing group of leaders. This sponsorship allows two participants from your company to attend the workshop and networking event

### **Directors Strategic Discussion Precon: \$2,500 each (limit 6)**

Be an essential part of the conversation while engaging and networking with the thought leaders that are NIRSA professional directors. This sponsorship allows one participant from your company to attend the workshop and networking event.

### **Pre-Conference Facility Tour(s): \$3,500 each**

Two tours will be offered:

- Eugene Facilities Tour: University of Oregon Student Rec Center and Hayward Field
- Portland Facilities Tour: University of Portland, Portland State University, and Providence Park

## **Awards**

### **Outstanding Facilities Award: SOLD**

The NIRSA Outstanding Facilities Awards recognize the innovative designs of new, renovated, or expanded collegiate recreational facilities of NIRSA Member Institutions. By being the sole sponsor of these awards, you align your brand with those who excel in imagining, conceptualizing, and then building the future wave of campus recreation facilities.





## Miscellaneous

### Wellbeing Zone: \$5,000

The Wellbeing Zone is THE place for those seeking a moment alone, to breathe, meditate, and reflect...while also putting their feet up. A private and accessible 'mother's space' is a vital feature of the Wellbeing Zone. By sponsoring this space, you show your company's commitment to the health & wellbeing of all attendees. This sponsorship also allows you to stock the Zone with additional items from your company that will enhance the Zone's overall atmosphere.

### Room Sponsorship (4 available): \$10,000

A brand new opportunity to brand out an entire educational session room for the entirety of the Annual Conference. This sponsorship allows you the opportunity to introduce each sessions speaker(s) as well as stock the room with additional items from your company that will enhance the attendee's overall experience.

### Hotel Key Cards: SOLD

Take advantage of literally being in our attendees' pockets by advertising on a NIRSA host hotel key card. Your company's logo and message will be seen every time the card is used, creating brand recognition and putting you squarely in front of your target market.



### Name Badge Lanyards: SOLD

One of the most coveted and visible marketing opportunities is the 2022 NIRSA Annual Conference lanyard worn by every registered attendee to all sessions and events throughout the duration of the conference. (Sponsor must supply 2,000 double clip lanyards)



### Attendee and Registration pens: \$1,000 + 3,500 branded pens

We all know that there is never a pen around when you need one. As the Attendee and Registration Pen sponsor, your company will provide pens throughout the conference—including the registration desk and in the Expo Hall. You will have lasting brand power when attendees take your pen home to use again and again. (Sponsor must supply a minimum of 3,500 branded pens)

### Attendee Giveaway: \$5,000 + Sponsor provides 1,500 attendee giveaways

Everyone loves free swag—especially when it leaves a positive and lasting impression. Put your company spin in every attendee's hands by putting an inspirational message and/or logo on a tote bag, water bottle, or other branded product to be carried home for use over and over again.

### Sponsored Educational Sessions: \$5,000 each (limit 3)

This very special opportunity is limited to three sponsors who want to present an educational session. While this is not an opportunity for a sales pitch, you will be able to host a 60-minute session featuring a presentation/discussion on a dynamic topic relevant to NIRSA attendees. Submission content must be approved by the Conference Program Committee 30 days before the Annual Conference.

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### **Attendee Ribbon Wall: \$2,500**

What do you and 1,500 attendees have in common? Love for the Ribbon Wall, of course! As the sole sponsor, you are afforded this rare opportunity to meet and greet attendees at the very start of Annual Conference. Take additional advantage of this sponsorship by putting a face to your business and staff the Attendee Ribbon Wall with your own peeps.

## **Technology and Sustainability**

### **NIRSA Annual Conference Mobile App: \$10,000**

Leave less of a carbon footprint by sponsoring the NIRSA Annual Conference mobile app. This sustainable information avenue is how our attendees look for key details about the agenda, exhibitors, keynote speakers, and more while also tailoring their daily schedule to fit their needs. Receive a major source of traffic by having your brand appear hundreds of times a day on any device that accesses the mobile app.

### **Wi-Fi for all Attendees: \$5,000**

Get connected with over 1,500 attendees and prominently highlight your organization by providing Wi-Fi to all attendees. The sponsorship includes the ability to uniquely brand and design the Wi-Fi password for all attendees.

## **Expo Hall Happenings**

### **Fitness Forum: SOLD**

Get in on the action by challenging NIRSA attendees to a 45-minute fitness session in the Expo Hall. Whether it's yoga, strength and conditioning, or dance aerobics, the Fitness Forum is packed by attendees who believe in fun and sweat! Your signage above the Fitness Forum ensures attendees won't soon forget the company that made them hold a plank for three minutes.



### **Expo Hall Afternoon Break Snack: \$4,000**

We will bring a Portland special snack into the Expo Hall on the second day of the Annual Conference. This sponsorship does not happen every year so take this opportunity to be remembered as a perfectly sweet ending to a very busy day.

### **NIRSA Hoop Shoot Event Sponsor: \$1,500**

As one of the most popular events in the Expo Hall, take advantage of all eyes on the prize as your banner hangs in the netted area, ensuring that every attendee will see your company's support even if they don't shoot for the hoop.

### **T-Shirt Exchange: \$1,000**

This high-energy "exchange" is a fan favorite of many attendees. By sponsoring the T-shirt Exchange, your company will be helping to spread awareness while fostering a sense of unity among the many campus rec departments and programs available.

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## Banners & Signage Opportunities

### ALL pricing includes production of artwork

NIRSA will provide all materials and labor for hanging banners and signs. Sponsor provides graphic artwork no later than January 31, 2022 to avoid higher productions fees.

All Signage and Banners will be hung in the Pre-Function C area:

### Digital Signage—Scrolling 5 available: \$5,000

Four digital signs displaying the conference schedule will provide your company's logo to be displayed in the lower third of each sign for the duration of the conference.

### MLK Entrance Window Cling: **SOLD**

Be the first banner message every attendee will see as they walk into the Portland Convention Center. Contact NIRSA for location details.



### MLK Lounge Window Cling (1 available): \$5,000

Several spaces within the Portland Convention Center lean towards great opportunity for branding! One of the largest available, this location will capture the audience as attendees look for areas to connect and take a break. Contact NIRSA for location details.

### Escalator (2 available, 6'x8'h): \$2,500

Your company signage leaves an impression as the last thing attendees see as they enter Pre-Function C area! Contact NIRSA for location details.

### Escalator Carpet Decal (2 available, 136"W x 45"H): \$2,500

Your company signage leaves an impression as the last thing attendees see as they enter Pre-Function C area! Contact NIRSA for location details.