

# Sponsorship Menu

March 23-26, 2023 • David L. Lawrence Convention Center

Subject to change. Last updated: February 17, 2023



- 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 NIRSA 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: \$25,000

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 LGBTQI individuals, friends, and allies can thrive.



## Main Events

### Opening General Session: 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.



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### Closing Session: **SOLD**

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 and Connections: **SOLD**

All attendees will be provided with breakfast on Friday morning in the Expo Hall. The NIRSA Student Leadership Team will assist with pairing individuals before coming to Pittsburgh, allowing attendees to enjoy breakfast in the Expo Hall with a new connection.



## Preconference Events

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

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



### Campus Recreation Wellbeing Research Collaborative Preconference Workshop: **\$2,500 each (limit 2)**

This invite-only session will bring together a group of campus recreation professionals who have been active in researching, assessing, and/or measuring wellbeing work via a campus recreation lens. Our goal is to evaluate the landscape of what is currently being done, synthesize what might be replicable across multiple institutions, identify research gaps that need to be filled, and brainstorm next steps. This meeting is an initial step in what we hope to be an ongoing conversation; however, we also anticipate identifying some concrete action items that will ultimately better position us to tell the story of campus recreation's critical role in campus wellbeing.



### Preconference Facility Tour(s): **\$3,500 each**

- West Virginia University and Myland Park
- Carnegie Mellon University
- Acrisure Stadium and PNC Park

[For more information](#)



## Awards

### Outstanding Facilities Awards: **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.



### Honor Award: **SOLD**

Help all of NIRSA celebrate the Honor Awardee at the Annual Conference. This prestigious award will be celebrated during the Opening General Session, with recognition continuing throughout the conference. Sponsorship also includes recognition at the Honor Award private dinner held in honor of the award winner.



## Miscellaneous

### Hotel Key Cards: **\$8,500**

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 NIRSA Annual Conference 2023 lanyard worn by every registered attendee to all sessions and events throughout the duration of the conference. (Sponsor must supply 2,000 clip lanyards.)



### Attendee and Registration Pens: **\$1,000 + 1,500** 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 at 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 1,500 branded pens.)





### **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.

### **Micro Session in the Expo Hall: \$1,500 for exhibitors/\$2,500 for non-exhibitors**

Brand new this year! A designated micro session area within the Expo Hall is ready for you to take center stage to highlight some niche and exciting information. Capture the attention of attendees and show off what you have to share! Each session block is given 30 minutes.

### **Career Services Center Sponsorship: \$5,000 (limit 1)**

Help promote the great work of the profession in the Career Services Center. Sponsorship will ensure that connections are made, support for career development opportunities are had, and everyone leaves feeling ready to take on their next career goals.

## **Technology and Sustainability**

### **NIRSA Annual Conference Mobile App: SOLD**

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.



## **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 with 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.



### **T-Shirt Exchange: SOLD**

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.





### **Sticker Exchange: SOLD**

New this year! Building off the very popular T-Shirt Exchange, attendees will participate in the first ever Sticker Exchange, which is sure to be a crowd favorite!



## **Banners and Signage Opportunities**

### **All pricing includes production of artwork**

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

### **10th St. East and West Lobby Entrance — 1 available: SOLD**

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



### **Main Area Window Clings: \$1,500 per window (several available)**

The main gathering area right outside the Expo is a wall of windows. This location will capture the audience as attendees look for areas to connect and take a break. Contact NIRSA for location details.

### **North Escalator — 1 available (3'4" x 17'): \$2,500**

Your company signage leaves an impression as the last thing attendees see as they exit the Convention Center! Contact NIRSA for location details.

### **Skybridge Corridor: \$1,500 per window (several available)**

Your company signage leaves an impression as attendees walk from the Exhibit Hall/Student Lounge to the education rooms. Contact NIRSA for location details.

### **Column Wraps — several available prices from: \$2,500-\$5,000**

Your company signage leaves an impression throughout the facility! Contact NIRSA for location details.

### **Floor Decals — 2'x2': \$500 each**

Make attendees' travel through the Convention Center fun! Floor decals can be placed throughout the Convention Center. Contact NIRSA for location details.

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