



**RECREATION
MANITOBA**



POWER OF THE PAST FORCE OF THE FUTURE

2021 Annual Provincial Recreation Conference

Sponsorship & Tradeshow



About Recreation Manitoba

Recreation Manitoba (Rec MB) is a provincial not-for-profit organization committed to enhancing the well-being of individuals, communities and places in Manitoba. It exists to collectively share the passion and spirit of recreation with its central role in building healthy active communities.

Who Attends?

This conference brings together delegates and speakers from different sectors to discuss and share current and innovative topics, unique partnerships and promising practises. Over 400 delegates from across Manitoba representing:

- Recreation and sport organizations
- Municipalities
- Community agencies
- Health organizations
- University and Colleges
- Recreation and Parks Facilities
- Urban Planning & Landscape Architecture Firms
- Long-term Care Facilities
- Adult Day Programs



Sponsorship & Exhibitor Opportunities

Recreation Manitoba invites you become a sponsor and/or exhibitor at the 25th Annual Provincial Conference taking place virtually from March 10-12, 2021.

This is your opportunity to showcase your products, services and make important contact with a broad audience of recreation leaders.

Reserve your virtual booth or sponsorship package now and take advantage of this excellent marketing opportunity! Rec MB has a variety of packages that allow you to choose one that best suits your needs and helps you to connect with your target audience. Choose from one of the listed packages or let us customize a sponsorship approach to best profile your company to our delegates.

Benefits of Sponsorship

Promote your brand to more than 400 delegates representing over 80 communities from across Manitoba. Position yourself as an industry leader by demonstrating your commitment to Manitoba's recreation sector.

Build your image as a business leader among Manitoba's recreation community by showcasing your products and services.

Gain targeted exposure to new and existing clients by interacting with them throughout the conference and trade show.

Expand your knowledge of the needs of your prospective clients by attending the conference and workshops.

Align your brand with those who work and volunteer to improve the quality of life of Manitobans.

Presenting Sponsor **\$7,000**

(One Exclusive Opportunity)

As a **Presenting Sponsor** of the 2021 RCM Conference, your company will receive maximum exposure and be recognized as the exclusive sponsor prior to and throughout the event.

Exclusive benefits include:

- Recognition as the Presenting Sponsor on the front cover of the Conference Program
- Opportunity to introduce the opening keynote speaker, or sponsorship announced during the introduction of the speaker
- Opportunity to address conference delegates during the Awards Ceremony
- Company logo included in PowerPoint deck for the Awards Ceremony
- Logo and sponsorship level recognition on the following conference materials:
 - Conference registration page and website
 - All delegate name badges, and bags
- Sponsorship Profile on Conference App
 - Logo or banner prominently displayed on the conference app
 - Company description on conference app with links to company website, social media and full contact information.
 - Opportunity to provide short promotional video.
- Opportunity to present an award at the award ceremony
- Sponsorship logo displayed on Rec MB website with link to company website.
- Opportunity to provide 2 PDFs to be circulated to delegates at the start of conference.

Other benefits include:

- Verbal and visual recognition during the conference opening welcome/introductions as the Presenting Sponsor of the conference
- Full page colour advertisement in the Conference Program
- Logo and sponsorship level recognition on the following Conference materials:
 - Electronic banners, digital displays, and slideshows throughout the event
 - Conference program, postcard, website, Newsletters, and social media posts
 - Delegate t-shirt
- Four complimentary conference registrations
- Complimentary tickets to the Pre-Conference event
- Sponsorship certificate indicating sponsor level
- Complimentary Virtual Trade show booth
- Sponsorship recognition during the Trade Show
- Opportunity to include corporate material in delegate bags
- Opportunity to provide a delegate draw prize to be awarded in main room*
- Opportunity to host a hospitality room for delegate receptions at sponsor's expense

Let us customize a package for you!

Contact our office to discuss a sponsorship approach that best meets your company's needs.
(including in kind contributions)

Platinum Sponsor \$5,000

(3 Opportunities)

As a **PLATINUM Sponsor**, you will receive numerous opportunities to promote your company throughout the conference.

Benefits include:

- Verbal and visual recognition during the conference opening welcome/introductions as the Platinum Sponsor of the conference
- Title sponsor of one of the following events (choices available on a first-come-first-serve basis):
 - Closing Keynote
 - Wednesday Coffee Chat
 - Thursday Coffee Chat
- Company provided signage on stage during the title sponsor event
- Opportunity to address Delegates at the chosen title event
- 3/4-page colour advertisement space in the Conference Program**
- Three complimentary conference registrations
- Three complimentary tickets to the Pre-Conference event
- Complimentary Virtual Trade show booth
- Sponsorship Profile on Conference App
- Sponsor logo displayed on the following conference materials:
 - Electronic banners, digital displays, and slideshows throughout the event
 - Logo or banner prominently displayed on the conference app
 - Conference program, postcard, website, Newsletters, and social media posts
 - Delegate Notepads
- Sponsorship certificate indicating sponsor level
- Sponsorship recognition during the Trade Show
- Opportunity to include corporate material in delegate bags
- Opportunity to provide a delegate draw prize to be awarded in main tradeshow room*
- Opportunity to host a hospitality room for delegates at sponsor's expense*

Gold Sponsors \$3,000

(5 Opportunities)

As a **GOLD Sponsor**, you will have an opportunity to showcase your commitment to the recreation sector at the conference.

Benefits include:

- Verbal and visual recognition during the conference opening welcome/introductions as the Gold Sponsor of the conference
- Sponsorship certificate indicating sponsor level
- Two complimentary conference registrations
- Two complimentary tickets to the Pre-Conference event
- Half page colour advertisement space in the Conference Program**
- Trade show booth with a "preferred choice" location on the day of the Trade Show
- Sponsorship Profile on Conference App
- Sponsor logo displayed on the following conference materials:
 - Electronic banners, digital displays, and slideshows throughout the event
 - Logo or banner prominently displayed on the conference app
 - Conference program, postcard, website, Newsletters, and social media posts
 - Delegate t-shirt
- Sponsorship recognition during the Trade Show
- Opportunity to include corporate material in delegate bags
- Opportunity to provide a delegate draw prize to be awarded in main tradeshow room*
- Opportunity to host a hospitality room for delegates at sponsor's expense*

* Recreation Manitoba is happy to facilitate the procurement of these opportunities at sponsor's expense

** Advertisement size can be upgraded

Silver Sponsors \$2,000

(7 Opportunities)

As a **SILVER Sponsor**, your company will have an opportunity to be involved with the conference in a variety of ways.

Benefits include:

- Verbal and visual recognition during the conference opening welcome/introductions as the Silver Sponsor of the conference
- Logo and sponsorship level recognition on the following Conference materials:
 - Electronic banners, digital displays, and slideshows throughout the event
 - Conference program, postcard, website, Newsletters, and social media posts
 - Delegate Notepad
- Sponsorship certificate indicating sponsor level
- Sponsorship Profile on Conference App
- One complimentary conference registration
- Two complimentary tickets to the Pre-Conference event
- Sponsorship Profile on Conference App
- Complimentary Virtual Trade show booth
- Sponsorship recognition during the Trade Show
- Opportunity to include corporate material in delegate bags
- Quarter page advertisement space in the Conference Program**
- Opportunity to provide a delegate draw prize to be awarded in main room*
- Opportunity to host a hospitality room for delegate receptions at sponsor's expense*

Bronze Sponsor \$1,000

(10 Opportunities)

Take a step up from the traditional Trade Show exhibit options and move your company into the spotlight with the **BRONZE Sponsor** option.

Benefits include:

- Verbal and visual recognition during the conference opening welcome/introductions as the Bronze Sponsor of the conference
- Logo and sponsorship level recognition on the following Conference materials:
 - Electronic banners, digital displays, and slideshows throughout the event
 - Conference program, postcard, website, Newsletters, and social media posts
 - Delegate Notepad
- Sponsorship certificate indicating sponsor level
- Sponsorship Profile on Conference App
- Two complimentary tickets to the Pre-Conference event
- Sponsorship Profile on Conference App
- Complimentary Virtual Trade show booth
- Sponsorship recognition during the Trade Show
- Business card advertisement space in the Conference Program**
- Opportunity to include corporate material in delegate bags
- Opportunity to provide a delegate draw prize to be awarded in main room*



The 2021 Conference will be hosted virtually using the Whova App (Web-based and Mobile). See our website for more details

Table of Benefits

Benefits Contribution Level	Sponsor Level				
	Presenting \$7,000	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Opportunity to introduce the opening keynote speaker	✓				
Opportunity to present an award and signage on slideshow during the award Ceremony	✓				
Sponsor Recognition on the Conference Program cover, at the Registration Desk, and logos on name tags, delegate bags, and registration page and opportunity to provide promotional video and PDFs	✓				
Title Event Sponsor	Keynote	Coffee Chat			
Opportunity to address the Delegates	Award Ceremony	Chosen Title Event			
Complimentary conference registrations	4	3	2	1	
Verbal and visual recognition of sponsorship during conference	✓	✓	✓	✓	✓
Sponsorship certificate indicating sponsor level and Sponsor Profile	✓	✓	✓	✓	✓
Complimentary tickets to the Pre-Conference event	4	3	2	2	2
Advertisement in the Conference Program	Full Page Colour	3/4 Page Colour	1/2 Page Colour	1/4 Page Colour	Bus. Card Colour
Sponsor logo displayed on Conference Program, postcard, website, delegate t-shirt, Newsletters, and social media	✓	✓	✓	✓	✓
Virtual Trade Show booth	✓	✓	✓	✓	✓
Sponsorship Profile on Conference app with Logo displayed in top banner and all landing pages	✓	✓	✓		
Recognition of sponsorship during the Trade Show	✓	✓	✓	✓	✓
Opportunity to include corporate material in delegate bags and on tables	✓	✓	✓	✓	✓

Other Sponsorship Opportunities

Delegate Gift Sponsor \$1500 - \$3000

(Unlimited Opportunities)

- Provided to all delegates
- Sponsor logo along side RCM logo
- Rec MB can facilitate procurement of promotional item at sponsor cost
- Opportunity to include one piece of corporate material/item in delegate bags

Keynote Sponsor \$1500

(Two Opportunities)

- Opportunity to introduce the speaker and present the thank you gift or sponsorship announced during introduction to speaker
- Sponsor logo displayed on the following conference materials:
 - Displayed electronically throughout the event
 - Displayed beside session description in conference program
- 1-minute promotional video to be played at the start of the social event
- Opportunity to include one piece of corporate material/item in delegate bags

Social Event Sponsor \$1500

(One Exclusive Opportunity)

- Sponsor logo displayed on the following conference materials:
 - Displayed electronically in the event room
 - Displayed beside session description in conference program
- 1-minute promotional video to be played at the start of the social event
- Sponsor logo displayed at each bar
- Opportunity for sponsor to provide volunteers at the social event

Delegate Bag Sponsor \$1000

(One Exclusive Opportunity)

- Sponsor logo with Rec MB logo on all delegate bags
- Opportunity to include one piece of corporate material/item in delegate bags

Lanyard Sponsor \$1000

(One Exclusive Opportunity)

- Sponsor logo on all Delegate Lanyards
- Opportunity to include one piece of corporate material/item in delegate bags

Promo Non-Paper Item

Complimentary upon approval

(Unlimited Opportunities)

- The sponsor's promo item will be distributed to delegates at registration
- Opportunity to upload one PDF of conference website

Student Bursary Sponsor \$500

(Unlimited Opportunities)

- Opportunity to present the award to the student at the President's Luncheon and Award Ceremony
- Sponsor logo displayed on the website and printed in the Awards program
- Opportunity to include one piece of corporate material/item in delegate bags

Register as a sponsor by [December 10, 2020](#) to receive full sponsorship benefits

Session Sponsor \$500

(10 Opportunities)

- Opportunity to introduce the speaker and present the thank you gift and sponsorship announced during introduction to speaker
- Sponsor logo displayed electronically in the session room
- Up to 2 banners (provided by sponsor) displayed in session
- Opportunity to include one piece of corporate material/item in delegate bags

Session Breaks \$400

(Four Opportunities)

- Provide Delegates with nutritional break during the conference
- Company provided signage displayed during nutritional break selected
- Opportunity to include one piece of corporate material/item in delegate bags

Other Sponsorship Opportunities

- Sponsor-A-Student
- App/Tech Sponsor
- Reconciliation Steam

Register as a sponsor by **December 10 to receive full sponsorship benefits**

Advertisement prices subject to GST

Full Colour Advertisement in Conference Program \$85 - \$1000

	Member Price	Non Member For Profit	Non Member Not For Profit
Business Card	\$85	\$175	\$140
¼ Page	\$160	\$325	\$260
½ Page	\$300	\$600	\$480
Full Page	\$500	\$1000	\$800

Let us customize a package for you!

Contact our Mjay Akande at makande@recreaitonmb.ca or 204-925-5651 to discuss a sponsorship approach that best meets your company's needs. (including in kind contributions)

Exhibitor & Trade Show

March 11, 2021

Meet Your Current and Future Customers

The Trade Show offers exceptional opportunities to reach recreation decision makers from across Manitoba. It is an opportunity for your company to make personal contact and promote sales.

The tradeshow is held during lunch to maximize your contact with conference delegates.

The Trade Show is very popular, so be sure to **REGISTER EARLY**.

Rec MB Members	Non-Members / Corporate
Free	\$425
Conference Sponsors	Non-Members / Not-for-Profit
Free	\$125

Trade Show Exhibitor Benefits

1. Virtual Booth
 - Engagement Strategy from ARPA to promote virtual participation from delegates
 - Company promotional opportunities (Raffle, giveaway, coupons, etc.)
 - Live Showcase during event & throughout entire conference (i.e. Zoom)
 - Company advertisement video
 - Website Linked
 - Logo Display
 - Lead Generation
 - 2 PDF handouts
2. Booth information is live during entire conference and afterwards.
3. Tradeshow hosted on same platform as conference
4. Networking opportunities
5. Access to conference delegate registration list

Registration Deadline: January 31, 2021

Sponsorship and Trade Show Inquires

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