Put your brand in front of decision-makers

SPONSOR WITH NIRSA

All Sponsorships are exclusive opportunities unless otherwise specified. ● Sponsorships include recognition on the NIRSA website, Conference Program, and in signage throughout the Annual Conference. ● Additional recognition is dependent upon the sponsorship.
SOCIALS

All-Conference Social
**SOLD to PLAE**
This premier kickoff event is a “must attend” among attendees, and one that sets the tone for the week. Use this opportunity to further company exposure by engaging the entire crowd with your company’s message.

People of Color Social
**SOLD to PLAE**
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.

LGBTQI & Friends Social
**SOLD to PLAE**
LGBTQI & Friends provides networking and support for inclusion and diversity in NIRSA. The social fosters and encourages involvement of the LGBTQI and Friends in the Association.

MAIN EVENTS

Opening General Session/Keynote Speaker
**SOLD to Matrix**
Next to the All-Conference Social, this is the largest gathering place for all attendees and your opportunity to address them personally.

Closing General Session
$3,500
Wrapping up the Annual Conference, this highly attended event celebrates work accomplished, and connections made over the past few days.

Career Services Center
**SOLD to Rouge**
As the premier job source and career development tool used by NIRSA Members, the CSC is a high-traffic area and highly promoted resource at the Annual Conference. Align your brand with NIRSA Members’ professional development and help enhance career-building opportunities.

CALL TODAY.
541-368-5851
For information, or a customized sponsorship, contact Heidi Cleary at heidi.cleary@nirsa.org
**PRECONFERENCE EVENTS**

**Pre-Conference Facility Tour(s)**

**SOLD to Populous**

The Front Range Facility Tour will visit major league baseball stadium Coors Field, University of Colorado – Boulder Champions Center and Student Recreation, and Colorado State University’s Student Recreation Center. Lunch will be provided.

$5,000

The Colorado Springs Facility Tour will visit the United States Air Force Academy recreational facilities collocated with athletics, the United States Olympic Training Center, and the University of Colorado – Colorado Springs Gallogly Recreation and Wellness Center. Lunch will be provided.

**Community Service Project**

**SOLD to Kind**

Fishback Landing Park Clean up- NIRSA members will gain a greater appreciation for volunteerism and service to others while giving back and serving the community in the Annual Conference location. The Presenting Sponsor will receive additional recognition through ongoing project promotion in the Annual Conference mobile app and on the NIRSA website.

**AWARDS**

**Outstanding Sports Facilities Award**

**SOLD to Aacer Flooring**

The NIRSA Outstanding Sports Facilities Awards recognize the innovative designs of new, renovated, or expanded collegiate recreational facilities of NIRSA Member Institutions.

**Creative Excellence Awards**

$1,500

The Creative Excellence Awards recognize NIRSA Members’ outstanding accomplishments in marketing and advertising for campus recreation programs. Support of this award helps to showcase NIRSA member achievements, share best practices, and set a new standard for marketing in the collegiate recreation profession.

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MISCELLANEOUS

Wellness Room
SOLD to Technogym
Connect, relax, and recharge in the new Wellness room. The room will have space for meditation, a mother’s space, and a comfortable place to rest your feet. Sponsor may bring in additional things that will add to the total wellness for the space.

Hotel Key Cards
SOLD to LPA, Inc.
Every guest staying at a NIRSA host hotel will receive a keycard with your company’s message on it. The keycard is something that is looked at many times throughout their stay and will leave an imprint on everyone’s mind.

Name Badge Lanyards
SOLD to Life Fitness
Worn by every registered attendee, lanyards are a great way to get your company noticed throughout the week. (Sponsor must supply 3,500 double clip lanyards)

Attendee and Registration pens
SOLD to Club Colors
Each NIRSA attendee will see your company when they are given a pen to use throughout the week. Additional pens will be used in the Career Services Center, at registration, and in the expo hall. (Sponsor must supply a minimum of 4,000 branded pens)

Attendee Giveaway
SOLD to Core Health and Fitness
This is your opportunity to get creative! Your tangible piece of advertising could include a tote bag, water bottle, or other branded product and is something every attendee will have for years to come. Please confirm with NIRSA before ordering your giveaway so there are not duplicates

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Attendee Ribbon Wall
$3,000
NIRSA attendees LOVE their name badge bling! Take this opportunity to meet and greet attendees as they pick up their name badge ribbons from the ribbon wall.

TECHNOLOGY AND SUSTAINABILITY

Mobile App
$7,500
This popular app will be branded with your company logo and is seen many times throughout the week. This is the new sustainable way to get programming information for the week right at attendees' fingertips.

Cell Phone Charging Station Lounge
$5,000
The built-in charging station is prominently located in the Denver Convention Center. Take advantage of this branding opportunity and put your mark on the charging station. Your message will be seen even if every attendee doesn’t stop to recharge.

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Electronic Poster Presentation
$5,000
This special poster presentation is leading a sustainable effort for presentations in the future. Use this opportunity to promote your company’s sustainable efforts and advertise at the same time.

Student Lounge & Twitter Screen
$3,000
This informal lounge area is reserved for students who wish to sit down, relax, and chat among each other. The twitter screen in this area would allow your company to advertise throughout all five days.

Twitter Screens
$2,500 each
Social Media surrounds us and NIRSA is no exception. Up to five twitter feed screens will be prominently displayed throughout the NIRSA Annual Conference. Sponsorship of a screen allows for video advertising of your company as twitter feeds scroll.

EXPO HALL HAPPENINGS

Fitness Forum
SOLD to Life Fitness
Adding to the energy of the Expo Hall, the Fitness Forum is the go-to place to stay active while attending the Annual Conference. Whether it is yoga, strength and conditioning, or dance aerobics, the professionally led Fitness Forum is the place to sweat and have fun! Gain further exposure with signage above the Fitness Forum.

Expo Hall Morning Coffee Break
SOLD to Daxko
Held during the opening hour on the second day, attendees are encouraged to use their free hour to come in and enjoy their morning coffee while exploring the expo hall.

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NIRSA 2018
MARCH 4-7, 2018 • DENVER
Elevate Your Path
NIRSA Hoop Shoot Event Sponsor
SOLD to Rouge
This is one of the most popular events in the expo hall! Attendees crowd around for their chance to shoot free throws and win prizes. In addition to sponsor recognition, your company may also provide a banner to hang the netted area.

NIRSA Hoop Shoot in Kind Sponsor
(all in-kind sponsors must cover shipping and installation costs)
- Donation of flooring
  - Thank you Mondo
- Donation of basketballs and rack
  - Thank you Spalding
- Donation of backboard
  - Thank you Porter Athletic
- Donation of area netting
  - Thank you Porter Athletic
- Donation of scoreboard
  - Thank you Gopher Sport

Expo Hall Grab-n-Go Lunch
SOLD to RDG Planning & Design
Lunch Vouchers will be provided to attendees who want to eat lunch in the expo hall. Vouchers will be good for free food from concession stands open in the expo hall.

Expo Hall Floor Plan
$1,500
The floor plan is viewed by attendees’ time after time prior to and during the NIRSA Annual Conference. Your company logo will appear wherever the floor plan appears which includes the NIRSA website, mobile app, and conference program.

T-Shirt Exchange
SOLD to True Fitness
This high-energy “exchange” is a highlight of many attendees. Be recognized for sponsoring a super fun event during unopposed time in the Expo Hall.
**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 Jan. 10, 2018 to avoid higher fees.

**Floor Clings- (4’x4’)**

$500 each

Clings can be placed throughout the Denver Convention Center to direct people to your space, or just to put out any message of your choice.

**Railing Banner- Main Entrance Ramp (3’x 30’)**

**SOLD to Sasaki**

Be the first banner message every attendee will see as they enter the ramp into the NIRSA space at the Denver Convention Center.

**Railing Banner- (3’ x 48’)**

$5,000

Several spaces within the Denver Convention Center lean towards great opportunity for branding! Put your message where you want to capture the attendee attention!

**Railing glass clings- (3’ x 5’)**

$1,500 each

Take advantage of all the glass rails throughout the Denver Convention Center and place your brand front and center.

**Wall panel clings- (4’x4’)**

$1,500 each

A unique opportunity to place your brand on the walls of the Denver Convention Center. Looks like they were painted on.

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NIRSA FOUNDATION SPONSOR OPPORTUNITIES

CORPORATE CONTRIBUTORS and SUPPORT

Corporate Contributor opportunities allow participating companies to be recognized as champions of the campus rec profession through support of the NIRSA Foundation’s main pillars. Corporate support is recognized in the NIRSA Foundation marketing assets including the Foundation website, social media avenues, event mobile apps, and other venues as applicable. Additionally, gifts at the Corporate Contributor level can be applied toward the overall NIRSA Partners Program.

Contributions can be made to one or more of the following fields of interest:

General Contributions
Funds are unrestricted and allocated to the NIRSA Foundation General Fund, which supports the NIRSA Foundation’s areas of greatest need.

Contributor Donation: $2,000/yr. for five years
Supporting Donation: $1,000

Research Support
Funds are dedicated specifically to the support of NIRSA’s research initiatives, including scholarly research, peer-reviewed literature, and benchmarking/recreational standards.

Contributor Donation: $2,000/yr. for five years
Supporting Donation: $1,000
Scholarship Support

a. Existing Scholarship/Endowment: Funds are dedicated to a specific fund or endowment providing opportunities for student and professional members to attend a NIRSA professional development opportunity.

**Contributor Donation:** $2,000
**Supporting Donation:** $1,000

b. Annual Scholarship Dedication: A scholarship to a NIRSA professional development opportunity can be named on behalf of your company.

**Contributor Donation:** $5,000/yr. for three years

Student Officials’ Development Campaign

Contributions fight the nationwide shortage of young officials by supporting the training of student officials at the NIRSA Championship Series Flag Football and Basketball Regional and National Tournaments.

**Contributor Donation:** $2,000
**Supporting Donation:** $1,000

Leadership Support

Funds benefit initiatives that inspire, promote, convene, and disseminate thought leadership for NIRSA.

**Contributor Donation:** $2,000
**Supporting Donation:** $1,000

CONFERENCE EVENT SUPPORT

The NIRSA Foundation relies on strong corporate support to underwrite its fundraising events at each year’s NIRSA Annual Conference & Campus Rec and Wellness Expo, where more than 3,000 attendees and exhibitors gather for the express purpose of advancing the field of collegiate recreation.

Sponsoring a NIRSA Foundation fundraising event allows companies to support new and continuing educational and scholarly opportunities for NIRSA members while gaining exposure at the NIRSA Annual Conference.

**Mark E. Fletcher Fun Run/Walk**

Show your support for the NIRSA Foundation by sponsoring this 5k run/walk. This commemorative event underscores the profession’s value of active living while simultaneously honoring the late Mark E. Fletcher, a longtime member and NIRSA Foundation supporter.

**EXCLUSIVE Presenting Sponsor:** Includes prominent placement as Presenting Sponsor on event signage and promotions, recognition as an Annual Conference sponsor, and credit toward the NIRSA Partner Program.

**SOLD to Cannon Design**

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For information, or a customized sponsorship, contact Heidi Cleary at heidi.cleary@nirsa.org
**Exclusive Finish Line Sponsor**
Includes prominent placement as Finish Line Sponsor on event signage and promotions, recognition as an Annual Conference sponsor, and credit toward the NIRSA Partner Program.

**SOLD to American Heart Association**

**Supporting Sponsor: $500**

**Run in Your Dreams**
New to the 2018 Mark E. Fletcher Fun Run/Walk, we’ll be offering Annual Conference attendees who prefer the pillow to the pavement the option to “run in their dreams” and support the NIRSA Foundation by sleeping in!

**EXCLUSIVE Presenting Sponsor:** Includes prominent placement as Run in Your Dreams Sponsor on event signage and promotions, recognition as an Annual Conference sponsor, and credit toward the NIRSA Partner Program.

**Sponsorship Fee: $2,500**

**Supporting Sponsors: $500**

**Swag Bag Sponsor of the Fun Run/In your Dreams**
Includes recognition in event collateral and an opportunity to provide logo/promotional merchandise to fun run/walk or Run in your Dreams participants.

**Sponsorship Fee: $500**

*plus promotional product for up to 300 (final number to be determined prior to the event) participants.*

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**ADDITIONAL OPPORTUNITIES**

**Scholarship Breakfast**
This exclusive event is a NIRSA Foundation tradition during which the year’s scholarship recipients are celebrated and recognized by NIRSA leaders. Show these emerging leaders that you are committed to the future of the profession.

**Exclusive Presenting Sponsor:** Includes prominent placement as Presenting Sponsor on event signage, recognition as an Annual Conference sponsor, and credit toward the NIRSA Partner Program.

**Sponsorship Fee: $1,500**

**Supporting Sponsor: $500**

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Young Professionals Coffee Social

New in 2018, this coffee social gives 1-10-year NIRSA professional members the opportunity to network with other rising leaders in their field. Show your dedication to thriving campus rec communities to these future decision makers.

Exclusive Presenting Sponsor: Includes recognition in event collateral and recognition as an Annual Conference sponsor.

Presenting Sponsor: SOLD to College Promotions

Sponsorship Fee: $1,000

T-Shirt & Apparel Design Competition

The T-Shirt & Apparel Design Competition is a NIRSA Foundation favorite that gives NIRSA members a platform for friendly competition while also serving as an exchange of creative ideas.

Presenting Sponsor: Includes recognition in event collateral and recognition as an Annual Conference sponsor.

Sponsorship Fee: $1,000

Quilt Raffle/Auction

Each year, a NIRSA volunteer creates a quilt made from the previous year’s T-Shirt & Apparel Design Competition winners. The quilt is prominently displayed for the duration of the Annual Conference before being raffled or auctioned off.

Presenting Sponsor: Includes recognition in event collateral and recognition as an Annual Conference sponsor.

Sponsorship Fee: $1,000