All-Conference Social:
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:
This social provides networking and mentoring opportunities, fostering 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:
The LGBTQ & Allies Social provides a welcoming and inclusive space for people of diverse sexual orientations and gender identities. Because 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.

Contact Heidi Hurley to secure your sponsorship today!
heidi.hurley@nirsa.org • 541-368-5851
main events

Opening General Session/Keynote Speaker:
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.

Closing General Session:
The closing of the Annual Conference is a highly attended event signifying the culmination of shared collaboration and providing you one last chance to be a thought leader by sharing your message with attendees.

Career Services Center: $3,500
Show your community involvement and put your business in the spotlight by aligning your brand with the Career Services Center. As the premier job source and development tool used by NIRSA members, the CSC is a high-traffic area providing an opportunity to attract your target market while also providing a space for members to identify career-building opportunities.

Grab-n-Go Breakfast: $4,000 each (3 available)
New this year! Grab-n-Go Breakfasts are 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 but don’t have time to sit down.

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preconference events

Aspiring Directors Workshop:
Engage, interact, and make new contacts by choosing to sponsor one of the few available opportunities to attend the preconference workshop with aspiring Directors.

Senior Leadership Workshop: $2,500 each (3 left)
Be an essential part of the conversation while engaging and networking with the thought leaders that are NIRSA Professional Directors. As a short continuation of the 2019 NIRSA Director’s Institute, this sponsorship allows one participant from your company to attend the workshop and networking event.

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

University of Arizona Tour
Attendees will travel south to Tucson and visit the University of Arizona Campus Rec Center as well as the newly opened NorthREC center. The tour visits to Sitton Field and Bear Down Field, and a tour of the Athletic Facilities.

Phoenix Facility Tour
Attendees will visit the Ability360 Sports & Fitness Center, which features wheelchair accessible weight machines, an aquatic area equipped with lifts/elevators, accessible locker rooms and more. Arizona State University’s Sun Devil Fitness Complex will also be visited on this tour.

Women Leading Women Workshop: $1,500
We invite a sponsor of the event to attend the last hour for “mocktails” and networking among NIRSA “women on the move”.

awards

Outstanding Sports Facilities Award:
The NIRSA Outstanding Sports Facilities Award recognizes the innovative designs of new or 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 & then building the future wave of campus recreation facilities.

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Wellbeing Zone: $7,000

The Wellbeing Zone is THE place for those seeking a moment alone, to breathe, meditate & 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.

Hotel Key Cards:

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, providing recognition and putting you squarely in front of your target market.

Name Badge Lanyards:

One of the most coveted and visible marketing opportunities is the NIRSA Annual Conference 2020 lanyard worn by every registered attendee to all sessions and events throughout the duration of the conference. (Sponsor must supply 3,000 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 in the Career Services Center, 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 3,500 branded pens)

Attendee Giveaway: $5,000 + Sponsor provides 2,500 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:

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 pitch 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 90 days before Annual Conference.

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Attendee Ribbon Wall: $2,500
What do you and 2500 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.

Student Lounge: $2,500
Extend your reach by sponsoring the Student Lounge, which serves as a main hub for aspiring professionals to meet, compare notes and explore common interests and careers before the next round of sessions. Take advantage of this opportunity to provide your own branded giveaways plus the option to bring in additional signage for heightened visibility.

technology & 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.

expo hall happenings

Fitness Forum:
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 Morning Coffee Break: $2,500
Be remembered for welcoming attendees to the Expo Hall with a complimentary coffee break during the opening hour on the second day. By providing this morning wakeup call, your company name will literally be on everyone’s lips.

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Expo Hall Ice Cream Social: $4,000

What pairs well with the Arizona desert? Ice Cream, of course! We ordained the final hour of Expo as our Expo Hall Ice Cream Social time. 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 being seen by as many as your banner hangs in the netted area. Regardless of whether an attendee will see your company’s support even if they don’t shoot for the hoop.

NIRSA Hoop Shoot in Kind Sponsor

(all in-kind sponsors must cover shipping and installation costs)

- Flooring
- Basketballs and rack: Thank you Spalding
- Backboard: Thank you Porter Athletic
- Area netting: Thank you Porter athletic
- Scoreboard: Thank you Gopher Sport

T-Shirt Exchange:

This high-energy “exchange” is a fan favorite of many attendees. By sponsoring the T-shirt exchange, your company will be spreading awareness while fostering a sense of community among 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 to hang. Sponsor provides graphic artwork no later than January 31, 2020 to avoid higher productions fees.

All Signage and Banners will be hung in the North Building.

Lower Level Prefunction Hall 5 Entrance:

Several spaces within the Phoenix Convention Center lean towards great opportunity for branding. One of the largest available, this location will capture the audience as attendees enter exhibit hall 5! Contact NIRSA for location details.

Lower Level Prefunction Hall 5 Entrance: $2,500 – 1 available 6’x8’h

Your company signage leaves an impression as the last thing attendees see as they enter exhibit hall 6! Contact NIRSA for location details.

nirsa foundation conference events

Please see Foundation Corporate Opportunities for complete details.

www.nirsa.org/foundation-sponsor-2020

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