

Association of Southeastern State Park Directors Conference Sponsor Information



The Association of Southeastern State Park Directors hosts an annual conference for State Park Directors and their senior leadership to meet and learn from each other to enhance efforts to provide world-class service and recreational opportunities to the millions of state park visitors who come to re-create and enjoy some of America's finest public lands.

The conference would not be possible without generous support and partnership with sponsors.



BECOME A SPONSOR!

This is a networking conference, rather than a tradeshow experience. Participating as a sponsor enables you and your business or organization to highlight your brand and interact with State Park Directors and their senior leadership. [Click here](#) for the short video “Why Sponsor?” and see the value being a sponsor brings to your business and the State Park representatives.

WHO'S YOUR AUDIENCE?

Conference attendees represent thirteen of the state park systems throughout the southeast. This includes up to thirteen State Park Directors with the remainder being their senior leadership. Participants are a unique blend of senior leaders and decision-makers who attend to learn of new programs, trends, and products that can improve their services and take advantage of a rare opportunity to “network” with people from across the southeast with the same goals and interests.

WHAT'S THE BENEFIT OF SPONSORSHIP?

- **Presence.** Sponsorship maximizes your visibility allowing opportunities to highlight products or services. Sponsors are encouraged to participate fully in the conference, attending onsite and offsite educational sessions which provide insight into operating state parks as well as providing opportunities to be part of formal and casual conversations.
- **Affirmation of State Park Values.** Becoming a sponsor shows that your organization supports the work of state parks and the values they provide to both visitors and communities.
- **Speaking Opportunities.** Some levels of sponsorship include speaking opportunities.
- **Exhibit Opportunities.** Sponsors will have the opportunity to exhibit their products or services at designated times and locations throughout the conference. Keep in mind that the exhibit is

not the focus, or benefit, networking with participants is the primary benefit. Sponsor displays may be located for designated times at either the conference hotel or at offsite education venues.

- **Product Placement:** Sponsorship includes placement of products, samples, or promotional materials in conference bags, at meeting tables, and conference support materials.
- **Conference Program:** All sponsors are recognized in the conference program, on poster signs, and during appropriate times during the conference.

| Sponsorship Levels and Benefits | | | | | |
|--|----------------------|----------------------|----------------------|---------------------|------------------------|
| Sponsor Level | \$12,500 | \$6,000 | \$3,000 | \$1,500 | \$750 |
| Registrations - All conference participants (State Park reps & Sponsor reps) interact formally and casually throughout the 4 day conference | 4 Full Registrations | 3 Full Registrations | 2 Full Registrations | 1 Full Registration | 1 - 1 Day Registration |
| Advertisement - Program Ad Size | Full Page | 1/2 Page | 1/4 Page | 1/8 Page | Name Only |
| Video - Present a 3-minute video to all conference participants | X | | | | |
| Speaking - 3 minute Speaking Opportunity to all conference participants | X | X | | | |
| Display - Tabletop Display (6-foot table & one chair) for the whole conference | X | X | X | X | |
| Logo - Logo placement on conference website, signs, and program slides | X | X | X | X | |
| Promo Materials - Sponsor provided branded promo materials in all participant bags | X | X | X | X | |
| Door Prizes - Door prize shout outs, when provided by the sponsor | X | X | X | X | X |

Note: Each sponsor registration is for one person for the entire conference.

Interested in being a sponsor? Contact Tom Linley for available opportunities.

850-510-7818, partnership@asspd.org

Sponsor Approval: Once the sponsorship is approved, a confirming email and Sponsor Agreement will be provided and then payment can be made either online or by check.