The Pennsylvania Recreation and Park Society (PRPS) Therapeutic Recreation Institute is Pennsylvania’s annual educational, networking, and inspirational event for therapeutic recreation professionals. Developed by the PRPS Therapeutic Recreation Branch, the event is celebrating its 52nd year (1968-2020). Over 125 attendees are expected from PA, OH, NY, MD, VA, and DE and represent professionals from a variety of therapeutic recreation settings—activity coordinators, consultants, health care administrators, senior center directors, educators, nursing home administrators, allied healthcare professionals, adult day care coordinators, and retirement community professionals.

The event offers several marketing opportunities, each of which provides unique exposure to your organization. Embrace the marketing potential of this special event via sponsorship. We are sure that you will find an option to fit your marketing message and needs.

Contact Emily Gates, PRPS Director of Strategic Partnerships, to build your marketing package: 814-234-4272 or egates@prps.org.

### Event Schedule

<table>
<thead>
<tr>
<th>April 23</th>
<th>April 24</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 - 9:00 Welcome</td>
<td>8:15 – 8:30 Welcome</td>
</tr>
<tr>
<td>9:00 – 10:00 Keynote</td>
<td>8:30 – 10:00 Educational Sessions</td>
</tr>
<tr>
<td>10:00 - 10:30 Refreshment Break</td>
<td>10:30 – 12:00 Educational Sessions</td>
</tr>
<tr>
<td>10:30 – 12:00 Educational Sessions</td>
<td>12:00 – 1:30 Awards Luncheon</td>
</tr>
<tr>
<td>12:00 – 1:00 Lunch</td>
<td>1:30 -2:30 Endnote</td>
</tr>
<tr>
<td>1:00 – 2:30 Educational Sessions</td>
<td></td>
</tr>
<tr>
<td>2:30 – 2:45 Refreshment Break</td>
<td></td>
</tr>
<tr>
<td>2:45 – 4:15 Educational Sessions</td>
<td></td>
</tr>
<tr>
<td>5:30 – 6:30 Dinner</td>
<td></td>
</tr>
<tr>
<td>6:30 – 8:00 Educational Sessions</td>
<td></td>
</tr>
</tbody>
</table>

### ADVERTISING

**Program Guide: $125 – $225**

The 5.5” x 8” on-site printed program is provided to all Institute attendees, providing a complete schedule, session details, and more. Opportunities: Outside Back Cover, Full Page, ($225), Half Page, ($125). Additional full-page Program Guide advertisements are included in Institute sponsorship packages (Inside Front Cover, Inside Back Cover).

**Packet Stuffer: $150**

Packet stuffers—catalogs or flyers—are included in the registration packets given to each Institute participant. Mail 150 copies to PRPS, 2131 Sandy Drive, State College, PA 16803 by March 31, 2020.
**The SCOOP: $100 – $320**

Weekly, e-publication that features Institute announcements, industry and member news, legislative happenings and other briefs, distributed to 2,000+ members. Opportunities: 1 week (1 issue) ($100.00) and 1 month (4 issue-package): $300.00.

### Sponsorship

#### Basic Sponsor Benefits
- 2020 PRPS Commercial membership ($225 value)
- Hyperlinked company name on prps.org/Therapeutic Recreation
- Company name on sponsor signs, displayed in high-traffic areas
- Company name in Therapeutic Recreation Institute Program Guide
- Promotion (tagging) on social media (Facebook, Twitter)
- Mention in special Therapeutic Recreation Institute-related emails pre- and post-event
- Verbal recognition during the event
- Attendee contact information for follow-up marketing
- Company logo in Conference & Expo Registration Guide if received before the print date! (distributed to 500+)

#### Exclusive Keynote or Endnote

**$1,500 Earth Sponsorships**

PRPS introduces the sponsor to say a few words and introduce the featured Keynote.
- All “Basic Benefits,” PLUS
- Program Guide, Inside Front or Back Cover Printed Ad (full-page, color)
- 2 Institute registrations.
- Recognition at the beginning of Keynote/Endnote and opportunity to Introduce Keynote/Endnote
- Display space during Institute (1 draped 6’ table with 2 chairs)
- PRPS.ORG homepage Slider Ad (1 month)
- Registration packet stuffer

#### Annual Awards Luncheon

**$1,000 Water Sponsor**

The Awards Luncheon recognizes the achievements of therapeutic recreation professionals and organizations with nine awards. Show your support for excellence in the field by sponsoring the 125+ attendee luncheon.
- All “Basic Benefits,” PLUS
- Program Guide, Full Page, Printed Ad (black & white)
- Award Program, Inside Printed Ad (full-page, black & white)
- 1 Institute registration on the day of Awards Luncheon
- Display space during Institute (1 draped 6’ table with 2 chairs)
- Recognition at the Luncheon
- Registration packet stuffer

#### Refreshment Breaks

**$500 Fauna Sponsors**

Keep attendees hydrated, fed, and happy by supporting one of our refreshment breaks!
- All “Basic Benefits,” PLUS
- Program Guide, 1/2 Printed Ad (black & white)
- Select 1 item from Box 2
- Registration packet stuffer

#### Institute Supporters

**$300 Flora Sponsors**

In its 52nd year, TRI is Pennsylvania’s primary educational, networking, and inspirational event for therapeutic recreation professionals.
- All “Basic Benefits,” PLUS
- Program Guide, 1/4 Printed Ad (black & white)
- Registration packet stuffer

#### Other Opportunities

- Exclusive Institute Lanyard Sponsorship: $500
- Targeted pre- and post- email marketing: $500 (2 emails)
- Pennsylvania Recreation & Parks Magazine advertisements (Distributed to 2,000+ members)
- PRPS Membership Directory & Buyers Guide advertisements (Distributed to 2,000+ members)
- PRPS Commercial/Corporate members receive one free Buyer’s Guide listing.
- Raffle Prize Donations

*Thinking of greater giving?* Partnering with PRPS delivers access to decision-makers with buying power across the state. Contact Emily Gates, Director of Strategic Partnerships to discuss your opportunities: egates@prps.org, 814-234-4272
## Therapeutic Recreation Institute Marketing Order Form

### Company Contact
- **Contact Name**
- **Company**
- **Address**
- **Email**
- **Phone**
- **Website**

### Advertising

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Ad Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>$350</td>
<td>Program Guide</td>
<td>Outside Back Cover, Full Page, Color Advertisement</td>
</tr>
<tr>
<td>$225</td>
<td>Inside, Full Page, Black and White Advertisement</td>
<td></td>
</tr>
<tr>
<td>$125</td>
<td>Inside, Half Page, Black and White Advertisement</td>
<td></td>
</tr>
<tr>
<td>$150</td>
<td>Packet Stuffer</td>
<td>Catalogs or flyer included with registration packets</td>
</tr>
<tr>
<td>$100</td>
<td>The SCOOP 1 issue</td>
<td></td>
</tr>
<tr>
<td>$320</td>
<td>The SCOOP 1 month (4 issue-package)</td>
<td></td>
</tr>
</tbody>
</table>

### Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Keynote Earth Sponsorship</td>
<td>$1,500</td>
</tr>
<tr>
<td>Annual Awards Luncheon Sponsorship</td>
<td>$1,000</td>
</tr>
<tr>
<td>Refreshment Break Fauna Sponsor</td>
<td>$500</td>
</tr>
<tr>
<td>Institute Supporter Flora Sponsor</td>
<td>$300</td>
</tr>
</tbody>
</table>

### Other Opportunities

<table>
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<tr>
<td>Raffle Prize Donation</td>
<td></td>
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<td>PRPS Membership Directory &amp; Buyers Guide Advertisements</td>
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</tr>
<tr>
<td>PRPS Pennsylvania Recreation &amp; Parks Magazine Advertisements</td>
<td></td>
</tr>
</tbody>
</table>

### Payment Details

- **Payment Total**: $___
- **Card Type**: Visa, MC, AMEX, Discover accepted
- **Credit Card #**: ___
- **Expiration Date**: ___
- **Cardholder's Name**: ___
- **Total Transaction Amount ($)**: ___

**By Check**: Make check payable to Pennsylvania Recreation & Park Society, Inc.

- **Check Number**: ___
- **Check Amount ($)**: ___
- **Bill Me**: Circle “Bill Me” to have PRPS send you an invoice

**PRPS Office Use Only**
- **Date Received**: ___
- **Payment Processed By**: ___
- **Other**: ___

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We are happy to work with sponsors to finalize their marketing packages. Please direct any marketing questions to egates@prps.org or 814-234-4272. Submit your completed order to: egates@prps.org or Attn: Emily Gates 2131 Sandy Drive, State College, PA 16803.