



# Sponsorship Handbook

Specifications & Deadlines



Washington Recreation  
& Park Association

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# LOGO - PRINTED MATERIALS

**DUE BY: MARCH 17, 2026**

Upload your organization's logo for use on printed materials included with your sponsorship.

## **LOGO SPECS**

**Resolution:** Min. of 300 dpi

**File Format:** Vector (.ai, .eps, .pdf, .svg)

[LOGO UPLOAD](#)

# TRADESHOW HIGHLIGHT EMAIL AD

**DUE BY: MARCH 24, 2026**

**Sponsorship:** VIP (600x200 px), Platinum (600x200 px), Gold (400x200 px), Silver (200x200 px), Premiere (400x200 px)

Clickable ad featured in the Tradeshow Highlight email sent to all registered attendees pre-conference.

## **AD SPECS**

**Hyperlink:** Can be linked to your desired URL

**Size:** VIP - 600x200 pixels

Platinum - 600x200 pixels

Gold - 400x200 pixels

Silver - 400x200 pixels

Premiere - 400x200 pixels

**File Format:** .png

[SUBMIT AD & HYPERLINK](#)

# LANYARDS

**LOGO DUE BY: MARCH 10, 2026**

**Sponsorship:** Lanyard

Company logo featured on attendee lanyards co-branded with the WRPA logo.

## LOGO SPECS

**Layout:** Horizontal logo preferred

**Color:** Full Color & Single Color Option

**Resolution:** Min. of 300 dpi

**File Format:** Vector (.ai, .eps, .pdf, .svg)

[LOGO UPLOAD](#)

# TOTE BAGS

**ARTWORK DUE BY: MARCH 10, 2026**

**Sponsorship:** Tote Bags

Company logo or preferred artwork featured on attendee tote bags co-branded with the WRPA logo.

## LOGO SPECS

**Layout:** Provide multiple layout configurations (horizontal, stacked, etc.)

**Color:** Full Color & Single Color Option

**Resolution:** Min. of 300 dpi

**File Format:** Vector (.ai, .eps, .pdf, .svg)

[ARTWORK UPLOAD](#)

# MOBILE APP - BANNER AD

**DUE BY: MARCH 24, 2026**

**Sponsorship:** Mobile App

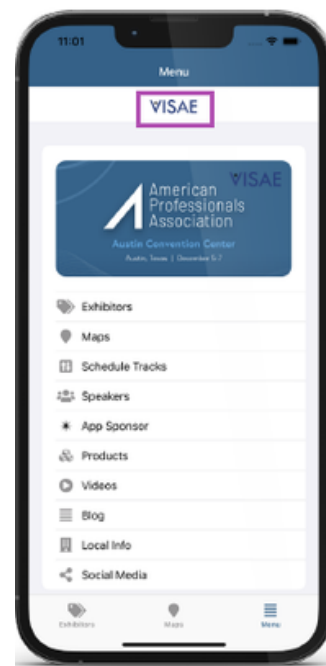
Clickable banner ad that can link to your booth profile or website located at top of mobile app.

## AD SPECS

**Size:** 600 x 80 pixels

**File Format:** .png

[SUBMIT AD & HYPERLINK](#)



# MOBILE APP - NOTIFICATION MESSAGE

**DUE BY: APRIL 7, 2026**

**Sponsorship:** Premiere, A La Carte

Custom message sent through the conference mobile app to all users. Messages can feature up to 300 characters.

## MESSAGE SPECS

**Qty:** Premiere - 3 (1 per day)

A La Carte - # Purchased

**Text Length:** Max of 300 characters

[DOWNLOAD TEMPLATE](#)

[SUBMIT NOTIFICATION](#)



# PODIUM REMARKS

**DUE BY: APRIL 7, 2026**

**Sponsorship:** Premiere Conference Partner, Awards Dinner Sponsor

Email your speaker's name, title, and headshot to the WRPA office at [wrpa@wrpatoday.org](mailto:wrpa@wrpatoday.org).

## **REMARKS DETAILS**

**Event:** Premiere - Opening Keynote

Awards - Awards Dinner

**Length:** 2-3 minutes

[SPEAKER DETAILS](#)

# PROMO VIDEOS

**DUE BY: APRIL 7, 2026**

**Sponsorship:** VIP Annual Partners

Submit your 2-3 promotional video for your company to be played in the general session room during the conference.

## **VIDEO SPECS**

**Length:** 2-3 minutes

**File Format:** .mp4

[UPLOAD VIDEO FILE](#)

# REGISTRATION DESK MATERIALS

**DEADLINE: ITEMS MUST BE DELIVERED TO SHOW MANAGEMENT AT THE REGISTRATION DESK BY 3 PM ON APRIL 21, 2026**

**Sponsorships:** Included with VIP, Platinum, Gold, and Premiere partnerships or can be purchased as an add-on.

Opportunity to place promotional flyer, pamphlet, or swag item at the registration desk. Sponsor is responsible for producing and shipping item and all related costs.

## **PROMO MATERIAL SPECS**

**Quantity Needed:** 400

**Deadline:** Items must be delivered to show management at the registration desk by 3 pm on Tuesday, April 21