Recreation
makes it matter

22nd Annual Provincial Recreation Conference
February 28 - March 2, 2018 Winnipeg

SPONSORSHIP & EXHIBITOR OPPORTUNITIES
About Recreation Connections Manitoba

Recreation Connections Manitoba is a provincial not-for-profit organization committed to enhancing the well-being of individuals, communities and places in Manitoba. It exists to collectively share the passion and spirit of recreation with its central role in building healthy active communities.

About the RCM Provincial Conference

This conference brings together delegates and speakers from different sectors to discuss and share current and innovative topics, unique partnerships and promising practices. Over 250 delegates from across Manitoba representing:

- Recreation and sport organizations
- Municipalities
- Community agencies
- Health organizations
- Educational institutions
- Recreation facilities

About the 2018 Conference Theme

Recreation is much more than activities and places. It creates communities where people want to live, where they choose to shape and enrich their relationship with people and places. It creates connections that bring meaning to lives, resulting in communities that are healthier, more vibrant, more engaged and more prosperous.

The 2018 RCM Annual Conference theme “Recreation: Makes It Matter” focuses on the fundamental value and benefit of recreation. It will be a reminder of recreation's impact in making a difference, offering inspiration to see new potential, taking on new challenges, and creating better solutions. Join us and celebrate what really “Matters”.

Sponsorship & Exhibitor Opportunities

Recreation Connections Manitoba invites you become a sponsor and/or exhibitor at the 2018 22nd Annual Provincial Conference at the Canad Inns Destination Centre Polo Park February 28 - March 2, 2018 in Winnipeg.

This is your opportunity to showcase your products, services and make important contact with a broad audience of recreation leaders.

Reserve your booth or sponsorship package now and take advantage of this excellent marketing opportunity! RCM has a variety of packages that allow you to choose one that best suits your needs and helps you to connect with your target audience. Choose from one of the listed packages or let us customize a sponsorship approach to best profile your company to our delegates.

Benefits of Sponsorship

Promote your brand to more than 250 delegates representing over 80 communities from across Manitoba. Position yourself as an industry leader by demonstrating your commitment to Manitoba’s recreation sector.

Build your image as a business leader among Manitoba’s recreation community by showcasing your products and services.

Gain targeted exposure to new and existing clients by interacting with them throughout the conference and trade show.

Expand your knowledge of the needs of your prospective clients by attending the conference and workshops.

Align your brand with those who work and volunteer to improve the quality of life of Manitobans.
Presenting Sponsor  $7,000
(One Exclusive Opportunity)

As a Presenting Sponsor of the 2018 RCM Conference, your company will receive maximum exposure and be recognized as the exclusive sponsor prior to and throughout the event.

Exclusive benefits include:

- Recognition as the Presenting Sponsor on the front cover of the Conference Program
- Opportunity to introduce the opening keynote speaker, or sponsorship announced during the introduction of the speaker
- Opportunity to address delegates during the President’s Luncheon and Awards Ceremony
- Industry exclusive signage on stage during the President’s Luncheon and Awards Ceremony
- Registration Desk Sponsor
  - Logo or banner prominently displayed at registration desk
  - Opportunity to provide volunteers for registration desk
- Opportunity to present an award at the award ceremony
- Up to 4 banners (provided by sponsor) to be displayed at the conference
- Opportunity to display approved products/materials in the room throughout the entire conference
- Logo and sponsorship level recognition on the following conference materials:
  - Conference registration page and website
  - All delegate name badges, and bags

Other benefits include:

- Verbal and visual recognition during the conference opening welcome/introductions as the Presenting Sponsor of the conference
- Logo and sponsorship level recognition on the following Conference materials:
  - Electronic banners, digital displays, and slideshows throughout the event
  - Conference program, postcard, website, eNewsletters, and social media posts
- Delegate t-shirt
- Sponsorship certificate indicating sponsor level
- Four conference registrations, including reserved seating at conference VIP event tables
- Four complimentary tickets to the President’s Luncheon and Awards Ceremony with VIP seating
- Trade show booth with a “preferred choice” location throughout the entire event
- Sponsorship recognition during the Trade Show
- Opportunity to include corporate material in delegate bags
- Full page colour advertisement in the Conference Program
- Opportunity to provide a delegate door prize to be awarded in main room*
- Opportunity to host a hospitality room for delegate receptions at sponsor’s expense*

Let us customize a package for you!
Contact our office to discuss a sponsorship approach that best meets your company’s needs.
(including in kind contributions)
Platinum Sponsor  $5,000  
(3 Opportunities)

As a PLATINUM Sponsor, you will receive numerous opportunities to promote your company throughout the conference.

Benefits include:

• Verbal and visual recognition during the conference opening welcome/introductions as the Platinum Sponsor of the conference
• Title sponsor of one of the following events (choices available on a first-come-first-serve basis):
  o Closing Keynote
  o Tuesday’s Breakfast
  o Wednesday’s Breakfast
• Opportunity to address Delegates at the chosen title event
• Sponsor logo displayed on the following conference materials:
  o Electronic banners, digital displays, and slideshows throughout the event
  o Conference program, postcard, website, eNewsletters, and social media posts
  o Delegate t-shirt
• Sponsorship certificate indicating sponsor level
• Three conference registrations, including reserved seating at conference VIP event tables
• Three complimentary tickets to the President’s Luncheon and Awards Ceremony with VIP seating
• Trade show booth with a “preferred choice” location throughout the conference
• Sponsorship recognition during the Trade Show
• Opportunity to include corporate material in delegate bags
• 3/4-page colour advertisement space in the Conference Program**
• Opportunity to provide a delegate door prize to be awarded in main room*
• Opportunity to host a hospitality room for delegates at sponsor’s expense*

Gold Sponsors  $3,000  
(5 Opportunities)

As a GOLD Sponsor, you will have an opportunity to showcase your commitment to the recreation sector at the conference.

Benefits include:

• Verbal and visual recognition during the conference opening welcome/introductions as the Gold Sponsor of the conference
• Sponsor logo displayed on the following conference materials:
  o Electronic banners, digital displays, and slideshows throughout the event
  o Conference program, postcard, website, eNewsletters, and social media posts
  o Delegate t-shirt
• Sponsorship certificate indicating sponsor level
• Two conference registrations
• Two complimentary tickets to the President’s Luncheon and Awards Ceremony with VIP seating
• Half page colour advertisement space in the Conference Program**
• Trade show booth with a “preferred choice” location on the day of the Trade Show
• Sponsorship recognition during the Trade Show
• Opportunity to include corporate material in delegate bags
• Opportunity to provide a delegate door prize to be awarded in main room*
• Opportunity to host a hospitality room for delegate receptions at sponsor’s expense*

* RCM is happy to facilitate the organization and/or procurement of these opportunities at sponsor’s expense
** Advertisement size can be upgraded

Register as a sponsor by October 27, 2017 to receive full sponsorship benefits
Silver Sponsors $2,000
(7 Opportunities)

As a SILVER Sponsor, your company will have an opportunity to be involved with the conference in a variety of ways.

Benefits include:

• Verbal and visual recognition during the conference opening welcome/introductions as the Silver Sponsor of the conference
• Logo and sponsorship level recognition on the following Conference materials:
  o Electronic banners, digital displays, and slideshows throughout the event
  o Conference program, postcard, website, eNewsletters, and social media posts
  o Delegate t-shirt
• Sponsorship certificate indicating sponsor level
• One conference registration
• Two complimentary tickets to the President’s Luncheon and Awards Ceremony with VIP seating
• Trade show booth with a “preferred choice” location on the day of the Trade Show
• Sponsorship recognition during the Trade Show
• Opportunity to include corporate material in delegate bags
• Quarter page advertisement space in the Conference Program**
• Opportunity to provide a delegate door prize to be awarded in main room*
• Opportunity to host a hospitality room for delegate receptions at sponsor’s expense*

Bronze Sponsor $1,000
(10 Opportunities)

Take a step up from the traditional Trade Show exhibit options and move your company into the spotlight with the BRONZE Sponsor option.

Benefits include:

• Verbal and visual recognition during the conference opening welcome/introductions as the Bronze Sponsor of the conference
• Logo and sponsorship level recognition on the following Conference materials:
  o Electronic banners, digital displays, and slideshows throughout the event
  o Conference program, postcard, website, eNewsletters, and social media posts
  o Delegate t-shirt
• Sponsorship certificate indicating sponsor level
• Two complimentary tickets to the President’s Luncheon and Awards Ceremony with VIP seating
• Trade show booth with a “preferred choice” location on the day of the Trade Show
• Sponsorship recognition during the Trade Show
• Business card advertisement space in the Conference Program**
• Opportunity to include corporate material in delegate bags
• Opportunity to provide a delegate door prize to be awarded in main room*

Let us customize a package for you!
Contact our office to discuss a sponsorship approach that best meets your company’s needs. (including in kind contributions)

* RCM is happy to facilitate the organization and/or procurement of these opportunities at sponsor’s expense
** Advertisement size can be upgraded
## Table of Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Presenting</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to introduce the opening keynote speaker</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to present an award and signage on stage during the President’s Luncheon and Award Ceremony</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Recognition on the Conference Program cover and at the Registration Desk</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor logo displayed on name tags, delegate bags, and registration page</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor banners displayed during conference</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to leave approved promotional material in conference rooms</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Title Event Sponsor

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Keynote</th>
<th>Breakfast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to address the Delegates</td>
<td>President’s Luncheon</td>
<td>Chosen Title Event</td>
</tr>
<tr>
<td>Complimentary conference registration(s)</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Verbal and visual recognition of sponsorship during conference</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship certificate indicating sponsor level</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary tickets to the President’s Luncheon and Awards Ceremony including VIP seating</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Sponsor logo displayed on Conference Program, postcard, website, delegate t-shirt eNewsletters, and social media</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Trade Show booth with a preferred choice location</td>
<td>Throughout the entire event</td>
<td>Throughout the entire event</td>
</tr>
<tr>
<td>Recognition of sponsorship during the Trade Show</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to include corporate material in delegate bags</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Other Sponsorship Opportunities

Delegate T-Shirt Sponsor $2500
(One Exclusive Opportunity)

- Sponsor logo printed predominately on the Delegate T-Shirt
- Opportunity to include one piece of corporate material/item in delegate bags

Keynote Sponsor $1500
(Two Opportunities)

- Opportunity to introduce the speaker and present the thank you gift or sponsorship announced during introduction to speaker
- Sponsor logo displayed on the following conference materials:
  o Displayed electronically throughout the event
  o Displayed beside session description in conference program
- Up to 2 banners (proved by sponsor) displayed in session room
- Opportunity to include one piece of corporate material/item in delegate bags

Social Event Sponsor $1500
(One Exclusive Opportunity)

- Sponsor logo displayed on the following conference materials:
  o Displayed electronically in the event room
  o Displayed beside session description in conference program
- Up to 2 banners (proved by sponsor) displayed in session
- Sponsor logo displayed at each bar
- Opportunity for sponsor to provide volunteers at the social event

Delegate Bag Sponsor $1000
(One Exclusive Opportunity)

- Sponsor logo with RCM logo on all delegate bags
- Opportunity to include one piece of corporate material/item in delegate bags

Delegate Gift Sponsor $1500—$3000
(Unlimited Opportunities)

- Provided to all delegates
- Sponsor logo along side RCM logo
- RCM can facilitate procurement of promotional item at sponsor cost
- Opportunity to include one piece of corporate material/item in delegate bags

Hospitality Reception Sponsor $1500
(One Exclusive Opportunity)

- Sponsor will host a hospitality room with food and beverages (at sponsor’s expense) for the evening
- Sponsor banners displayed in the room (provided by sponsor)
- Sponsor logo displayed on the following conference materials:
  o Displayed electronically throughout the event
  o Displayed beside room description in conference program
- Opportunity to include one piece of corporate material/item in delegate bags

Lanyard Sponsor $1000
(One Exclusive Opportunity)

- Sponsor logo on all Delegate Lanyards
- Opportunity to include one piece of corporate material/item in delegate bags

Promo Non-Paper Item
Complimentary upon approval
(Unlimited Opportunities)

- The sponsor’s promo item will be distributed to delegates at registration
- Opportunity to include one piece of corporate material/item in delegate bags

Register as a sponsor by October 27, 2017 to receive full sponsorship benefits
**Student Bursary Sponsor**  $500  
(Unlimited Opportunities)
- Opportunity to present the award to the student at the President's Luncheon and Award Ceremony
- Sponsor logo displayed on the website and printed in the Awards program
- Opportunity to include one piece of corporate material/item in delegate bags

**Session Sponsor**  $500  
(10 Opportunities)
- Opportunity to introduce the speaker and present the thank you gift and sponsorship announced during introduction to speaker
- Sponsor logo displayed on the following conference materials:
  - Displayed electronically in the session
  - Displayed beside session description in conference program
- Up to 2 banners (proved by sponsor) displayed in session
- Opportunity to include one piece of corporate material/item in delegate bags

**Volunteer T-Shirt Sponsor**  $500  
(One Exclusive Opportunity)
- Sponsor logo printed predominately on the Volunteer T-Shirt
- Opportunity to include one piece of corporate material/item in delegate bags

**Nutrition Breaks**  $400  
(Four Opportunities)
- Provide Delegates with nutritional break
- Sponsor logo on signage relating to selected nutrition break
- Opportunity to include one piece of corporate material/item in delegate bags

**Sponsor-A-Student**  $150/Student  
(Unlimited Opportunities)
- Provide students with an opportunity to attend Conference
- Sponsor logos recognized in eNewsletter
- Opportunity to include one piece of corporate material/item in delegate bags

**Promo Paper Item**  
- **Non-Profit** $25  
- **Corporate** $50  
(Unlimited Opportunities)
- The sponsor’s promo item will be distributed to delegates at registration
- Opportunity to include one piece of corporate material/item in delegate bags

**Full Colour Advertisement in Conference Program**  
$85 - $1000

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Member Price</th>
<th>Non Member For Profit</th>
<th>Non Member Not For Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Card</td>
<td>$85</td>
<td>$175</td>
<td>$140</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$160</td>
<td>$325</td>
<td>$260</td>
</tr>
<tr>
<td>½ Page</td>
<td>$300</td>
<td>$600</td>
<td>$480</td>
</tr>
<tr>
<td>Full Page</td>
<td>$500</td>
<td>$1000</td>
<td>$800</td>
</tr>
</tbody>
</table>

Advertisement prices subject to GST  
All advertisements must be submitted before **October 27, 2017** to be included in the conference program

Let us customize a package for you!  
Contact our office to discuss a sponsorship approach that best meets your company’s needs.  
(including in kind contributions)
Exhibitor & Trade Show

Meet Your Current and Future Customers

The Trade Show offers exceptional opportunities to reach recreation decision makers from across Manitoba. It is an opportunity for your company to make personal contact and promote sales. The Trade Show is held during lunch to maximize contact between conference delegates and your company. The Trade Show is very popular and space is LIMITED, so REGISTER EARLY.

Trade Show
Thursday, March 1, 2018

Ballroom
Canad Inns Destination Centre
Winnipeg, Manitoba

Trade Show Hours
Set Up: 8:30 am – 11:00 am
Open to Conference/Public: 11:30 am – 2:30 pm
Tear Down: 2:45 pm – 5:00 pm

Trade Show Exhibitor Benefits
• 8’x10’ booth with dressed 8’ table.
• Complimentary entry into the virtual trade show, which is an online listing of all exhibitors linking back to company website.
• Access to live conference Twitter feed offering immediate interaction with conference delegates.
• Lunch for 2 exhibit personnel.
• Promotional item insert in delegate bags.
• Recognition through prize draws during Trade Show.

Conference Sponsors | RCM Corporate/ NFP Member | Non-Member For Profit | Non-Member Non Profit
--- | --- | --- | ---
Trade Show Booth | Complimentary | Complimentary | $395 | $100
Additional Exhibit Personnel | $25 | $25 | $25 | $25
2nd Booth | $250 | $250 | $250 | $250
Electrical Access | Complimentary | Complimentary | $25 | $25

Booth Information
• Booth Dimensions 8’ x 10’
• 1 Skirted Table & 2 Chairs
• Trade Show prices subject to GST

Trade Show Request Deadline – January 27, 2018
To Register: https://www.surveymonkey.com/r/2018TradeShow

Sponsorship and Trade Show Inquires
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Program and Events Manager
Email: recconnections.ed@sportmanitoba.ca