



# NORTH REGION

TEXAS RECREATION & PARK SOCIETY

2021 SPONSORSHIP OPPORTUNITIES





**Dear Friends of the Texas Recreation & Park Society North Region,**

The Texas Recreation & Park Society North Region and 2021 Planning Committee are in the planning stages for this year's TRAPS North events, fundraisers and networking opportunities.

The Texas Recreation & Park Society North Region is comprised of over 75 parks and recreation agencies and more than 900 members that include decision makers, planners, maintenance staff, and event coordinators. These dedicated professionals are looking for new ways to work more effectively and creatively. To meet these needs, the North Region hosts a myriad of events across the region. Events highlighted are the annual Conference, Maintenance Rodeo and Golf Tournament. Vendors will be able to promote their products, knowledge, services and build relationships with the professionals who attend these events.

By taking advantage of sponsorship opportunities with the Texas Recreation & Park Society North Region, your business will be able to maximize exposure to the members and partners of TRAPS, while showing your support and dedication to the region. With a variety of sponsorship levels available, there is a sponsorship option available for businesses of any size.

Outlined in this Sponsorship and Partnership Packet you will find a variety of options fit for your business.

Should you wish to commit or have any further questions or concerns, please feel free to contact me at the information provided below. We look forward to working with you.

**Heather K. Lambert**  
**TRAPS North Region Director**  
**972-205-2772 [HLambert@garlandtx.gov](mailto:HLambert@garlandtx.gov)**



# TRAPS NORTH EVENTS

## CONFERENCE

The North Region Conference provides educational and networking opportunities for TRAPS members and related professionals. Conference attendance exceeds 500 professionals and provides ample opportunities for vendors to promote their products and build relationships. The 2021 North Region Conference is scheduled for Friday, November 5, in Allen, Texas.

## GOLF TOURNAMENT

The TRAPS North Regional Golf Tournament is one of the highlights of the year! Over 140 professionals converge in one location for golf, networking, and fun. Many municipal directors and managers play in this event. The 2021 TRAPS North Golf Tournament will be held Friday, October 22, at the Dallas Cowboys Golf Course in Grapevine, Texas.

## PARK MAINTENANCE RODEO

The TRAPS Maintenance Rodeo allows teams from the Region to compete in a variety of maintenance competitions. This fun and educational event is attended by more than 200 maintenance staff and managers. The 2021 TRAPS North Maintenance Rodeo will be hosted by City of Rockwall at Leon Tuttle Athletic Complex on Thursday, October 7.

## BENEFITS

The TRAPS North Region events could not be held without vendor assistance. The North Region Planning Committee has worked for years to set high standards to meet vendors' needs in relation to promoting their products, services and networking. Event partnership packages have been developed to maximize vendor exposure with these professionals. There are varying sponsorship levels to provide options for showcasing the value and benefit of vendors' products and services. Sponsors will be provided every opportunity to develop relationships with professionals in a fun and relaxed setting. Besides meeting professionals, event sponsors will be able to set up displays and strategically display their logo in high density areas and on event postcards and schedules.

## GET INVOLVED

We've limited the amount of sponsorship opportunities to reduce competition and give sponsors greater exposure to TRAPS professionals. Please review the following sponsorship levels listed on the accompanying pages and let us know which one best meets your needs. The 2021 TRAPS North Region Sponsorship Committee is excited to offer you these opportunities. If you should have any questions, please contact us at your convenience. Thank you for your support!

## CONTACT US

For more information on becoming a Vendor or Sponsor, please contact Heather Lambert, TRAPS North Region Director at 972-205-2772 or [HLambert@garlandtx.gov](mailto:HLambert@garlandtx.gov)



# 2021 NORTH REGION CONFERENCE

11.05.21 COURTYARD BY MARRIOTT ALLEN, TX

## CONFERENCE TITLE SPONSOR \$5000

- Identification on all media and print material as the "2021 TRAPS North Conference Title Sponsor" for the Texas Recreation & Park Society North Region Conference.
- Logo prominently placed on conference publications, social media and schedules.
- Logo and company site link will be prominently placed on TRAPS North Region's website sponsor page [www.trapsnorth.org](http://www.trapsnorth.org).
- Corporate logo prominently placed on sponsor recognition banners/easels.
- Company will be provided first choice for two (2) exhibit spaces.
- Company will be designated as the official sponsor of the Conference Awards Banquet.
- Company can make short presentation at Awards Banquet.
- Corporate logo prominently displayed on screen and table tents during the Awards Banquet.
- (4) Four Conference Registrations and (4) four lunch tickets provided. (Additional lunch tickets are available for purchase. The cost per ticket is \$50.00.)
- (1) One Maintenance Rodeo Exhibitor Booth.
- Only (1) one 'Conference Title Sponsorship' available.

# SOLD!



Put your business in front of over 500 parks & recreation professionals in a highly targeted, interactive event with plenty of face time and opportunities to demonstrate both your product and your commitment to the industry. Sponsor packages have limited availability; contact Heather Lambert, 972-205-2772 or [hlambert@garlandtx.gov](mailto:hlambert@garlandtx.gov) to reserve your place at Dallas-Fort Worth's only park conference of the year.



## LEVEL II CONFERENCE SPONSOR \$3000

- (1) One Conference Exhibitor Booth provided with preferential placement.
- Logo placed on conference publications, i.e., postcards and schedules.
- Logo placed on TRAPS North Region website's sponsor page [www.trapsnorth.org](http://www.trapsnorth.org).
- Corporate logo placed on table tents during the Conference Awards Banquet.
- Corporate logo placed on sponsor recognition banners/easels.
- (3) Three Conference Registrations and (3) three lunch tickets. (Additional lunch tickets are available for purchase. The cost per ticket is \$50.00.)
- (1) One Maintenance Rodeo Exhibitor Booth
- Only (5) five 'Level II Conference Sponsorships' available.

## LEVEL III CONFERENCE SPONSOR \$2000

- One Conference Exhibitor space provided with preferential placement.
- Business name placed on table tents during the Conference Awards Banquet.
- Business name placed on sponsor recognition banners/easels.
- (1) One Conference Registration and (2) two lunch tickets provided. (Additional lunch tickets are available for purchase. The cost per ticket is \$50.00.)
- Logo placed on TRAPS North Region website sponsor page [www.trapsnorth.org](http://www.trapsnorth.org).
- Only (6) six 'Level III Conference Sponsorships' available.

## CONFERENCE T-SHIRT SPONSOR \$2500

- Company name and logo on t-shirt that is distributed to all conference attendees.
- Company name and logo placed on TRAPS North Region's website sponsor page [www.trapsnorth.org](http://www.trapsnorth.org).
- (1) One Conference Registration and (1) one lunch ticket will be provided. (Additional lunch tickets are available for purchase. The cost per ticket is \$50.00.)
- Only (1) one 'T-Shirt Sponsorship' available.

## CONFERENCE GIVEAWAY SPONSOR \$2500

- Company name and logo on give-a-way that is distributed to all conference attendees.
- Company name and logo placed on TRAPS North Region's website sponsor page [www.trapsnorth.org](http://www.trapsnorth.org).
- (1) One Conference Registration and (1) one lunch ticket will be provided. (Additional lunch tickets are available for purchase. The cost per ticket is \$50.00.)
- Only (1) one 'Registration Give-A-Way Sponsorship' available.

## CONFERENCE SOCIAL SPONSOR \$2000

- Company name and logo promoted at Conference Awards Banquet.
- Company name and logo on all advertising materials as the 'Conference Social Sponsor.'
- Includes ½ price for one Conference Exhibitor Booth.
- Logo placed on TRAPS North Region website sponsor page [www.trapsnorth.org](http://www.trapsnorth.org).
- Only (1) one 'Conference Social Sponsorship' available.

## CONFERENCE EXHIBITOR BOOTH \$750

- Exhibit space is available at the North Region Conference. This is an excellent opportunity to display your products, equipment and services. A few things to know when considering an Exhibitor Booth at this year's Region Conference.
- Sponsors have first choice of booth location based on committed sponsorship levels.
- Each exhibit space will be provided with (1) one table and (2) two chairs.
- Specific exhibit information will be sent to exhibitors before the conference.
- Vendors may begin set up at 6:00 a.m. the day of the conference.
- Exhibitors must have their exhibits set-up and ready by 8:00 a.m. and exhibit must remain open until the start of the last education session.
- Exhibitors are responsible for all equipment and supplies for their booth.
- Electricity can be provided at an additional cost.
- The exhibitor space includes (1) one lunch ticket. (Additional lunch tickets are available for purchase. The cost per ticket is \$50.00.)
- Lunch tickets can be ordered on the Partnership & Vendor Agreement Form.
- Only 35 'Exhibitor Booths' are available for purchase.





# GOLF TOURNAMENT SPONSOR OPTIONS

10.22.21 DALLAS COWBOYS GOLF COURSE GRAPEVINE, TX

## GOLF TOURNAMENT TITLE SPONSOR \$4000

- Company name and logo displayed at tournament meals and awards ceremony (professionally made banner.)
- Company name and logo on all advertising materials as the Title Sponsor.
- Advertised as Golf Tournament title sponsor on the TRAPS North Region website [www.trapsnorth.org](http://www.trapsnorth.org).
- Includes golf for 4, meals and snacks, and range balls at the Tournament.
- Acknowledgment at the TRAPS North Region Conference as the Golf Tournament Sponsor.
- Advertising on all conference attendee packets.
- One Conference exhibitor booth provided with preferred placement and one (1) complimentary ticket.
- Only (1) one 'Golf Tournament Title Sponsorship' available.

## GOLF TOURNAMENT REGISTRATION SPONSOR \$2000

- Company name and logo at awards ceremony (professionally made banner.)
- Company name and logo on all advertising materials as a Tournament Sponsor.
- Includes breakfast, lunch, all course snacks, range balls and golf for four (4).
- Includes ½ price for one Conference exhibitor space.
- Only (1) one 'Golf Tournament Registration & Door Prize Sponsorship' available.

## GOLF TOURNAMENT BREAKFAST SPONSOR \$3000

- Company name and logo at tournament breakfast (professionally made banner)
- Company name and logo on all advertising materials as a tournament sponsor
- Includes breakfast, lunch, all course snacks, range balls and golf for four (4)
- Includes ½ price for one Conference exhibitor space
- Only (1) one 'Golf Tournament Breakfast Sponsorship' available.

## GOLF TOURNAMENT LUNCH SPONSOR \$3000

- Company name and logo at tournament lunch (professionally made banner.)
- Company name and logo on all advertising materials as a Tournament Sponsor.
- Includes breakfast, lunch, all course snacks, range balls and golf for four (4).
- Includes ½ price for one Conference Exhibitor Space.
- Only (2) two 'Golf Tournament Lunch Sponsorships' available.

## GOLF TOURNAMENT BEVERAGE SPONSOR \$3000

- Company name and logo at awards ceremony (professionally made banner.)
- Company name and logo on all advertising materials as a Tournament Sponsor.
- Includes breakfast, lunch, all course snacks, range balls and golf for four (4).
- Includes ½ price for one Conference exhibitor space.
- Only (1) one 'Golf Tournament Beverage Sponsorship' available.

## HOLE SPONSOR \$1200

- Company name and logo professionally framed at one hole on the golf course.
- Includes breakfast, lunch, all course snacks, range balls and golf for two (2.)
- Includes ½ prices for one Conference exhibitor space.
- Only (11) eleven 'Hole Sponsorships' available.

## LONGEST DRIVE SPONSOR \$1000

- Name and logo on the longest drive marker.
- Allowed to man or facilitate the closest to the pin marker at the hole and chance to visit with players.
- Includes breakfast and lunch for one (1.)
- Present Award at Reception
- Only (1) one 'Longest Drive Sponsorship' available.
- NO GOLF INCLUDED.

## CLOSEST TO PIN SPONSOR \$1000

- Name and logo on the closest to the pin marker.
- Allowed to man or facilitate the closest to the pin marker at the hole and chance to visit with players.
- Includes breakfast and lunch for one (1.)
- Present Award at Reception
- Only (1) one 'Closest to the Pin Sponsorship' available.
- NO GOLF INCLUDED.

## PUTTING CONTEST SPONSOR \$1000

- Name and logo on putting marker.
- Allowed to man or facilitate the putting contest and chance to visit with players.
- Includes breakfast and lunch for one (1.)
- Present Award at Reception.
- NO GOLF INCLUDED.

## FRIENDS OF TRAPS GOLF TOURNAMENT \$500

- Includes breakfast or lunch for one (1.)
- NO GOLF INCLUDED.
- Don't have time to participate but want to let TRAPS members know you support them.

GRAPEVINE  
PARKS & REC

# MAINTENANCE RODEO SPONSOR OPTIONS

10.07.21 LEON TUTTLE ATHLETIC COMPLEX ROCKWALL, TX

## MAINTENANCE RODEO TITLE SPONSOR \$2000

- Company name and logo at rodeo (professionally made banner.)
- Company name and logo on all advertising materials as the rodeo title sponsor.
- Advertised as Maintenance Rodeo title sponsor on the TRAPS North Region website.
- [www.trapsnorth.org](http://www.trapsnorth.org).
- Includes ½ price for (1) one Conference Exhibitor Booth.
- Only (1) one 'Title Sponsor' for the Park Maintenance Rodeo' available.

**SOLD!**

## MAINTENANCE RODEO LUNCH SPONSOR \$1500

- Company name and logo at Park Maintenance Rodeo.
- Company name and logo on all advertising materials as the 'Park Maintenance Rodeo Lunch Sponsor.'
- Includes ½ price for (1) one Conference Exhibitor Booth at Conference.
- Only (1) one 'Park Maintenance Rodeo Lunch Sponsorship' available.

**SOLD!**

## MAINTENANCE RODEO EXHIBITOR BOOTH \$200

- Exhibit space is available for the Park Maintenance Rodeo. This is an excellent opportunity to display your products, equipment and services to those who directly use your products and services. A few things to know when considering an Exhibitor Booth at this year's Region Conference.
- Each space will include (1) one table and (2) two chairs.
- Exhibit set up begins at 6:30 a.m. on the day of the Park Maintenance Rodeo.
- Exhibitors must be set-up and ready by 8:00 a.m. and your booth must remain open until the end of the last event.
- Exhibitors are responsible for all equipment and supplies for their booth.
- The exhibitor space includes (1) one lunch ticket. (Additional lunch tickets are available for purchase. The cost per ticket is \$25.00.)
- Lunch tickets can be ordered on the Partnership & Vendor Agreement Form.
- There is unlimited 'Exhibitor Booths' for purchase.

## MAINTENANCE RODEO IN-KIND DONATION

- In-Kind donations can be any product, equipment, supplies, etc. needed to host this year's Maintenance Rodeo.
- Your commitment entitles you to the same benefits as a Park Maintenance Rodeo Exhibitor.
- Company logo on the event sign for the associated event.
- *Based on need and approval of conference director.*

