

# Sponsorships, Marketing, Partner Guide



## Together we are better

The Association of Aquatic Professionals invites your company to take advantage of our marketing and sponsorship opportunities.

In the ocean of businesses that service the aquatic industry, standing out can be a difficult achievement. Let us help your business become a supporter of professionals that have a vested interest in the aquatic profession nationwide.



Whether you would like to sponsor an item or enter into a corporate partnership, we have a plan to fit every budget. Creative opportunities are available to help increase your bottom line. For the price of a magazine ad, you can ensure that your company is promoted to aquatic professionals nationwide.

## Why should YOU become a sponsor or corporate advertising sponsor for the Association of Aquatic Professionals?

- Recognition as a front runner in the aquatic advocacy cause, and a chance to give back to aquatic professionals nationwide.
- Exposure to many aquatic professionals and aquatic safety stake holders nationwide.
- Recognition in the conference brochure.
- Inclusion on the AOAP website sponsor page (\$3,000 level or higher).
- Opportunity to list your sponsorship on your written or display marketing materials
- Recognition award to prominently display in your place of business.

Take advantage of our sponsorship opportunities and your company will be exposed to the large pool of aquatic professionals. Together we can help you promote your business throughout the nation. The sponsorship and marketing opportunities are plentiful.

## Silent Auction Sponsors

On behalf of the Association of Aquatic Professionals (AOAP), we would like to invite you to take advantage of a valuable marketing opportunity for all delegates at the Annual Association of Aquatic Professionals Conference to bid at the Silent Auction on gifts donated by a variety of companies. We hold the Silent Auction to help raise money for the Scholarship Fund. The funds raised at the Silent Auction help assist Aquatic Professionals the opportunity to attend the Conference that perhaps may not be able to afford it otherwise, thus, bringing in more attendees to the conference



By donating items of your choice or gift cards to popular venues we should attract attention to the Silent Auction and its mission. In recognition of your donation, your company will be highlighted for its contribution at the event, so participants will be aware of your support of AOAP and the Scholarship Fund.

Your company will receive the following;

- Your business name will be featured on the Silent Auction Sponsors floor sign
- Your business name on the auction sheet show "Donated by"
- Announcements of your companies support during the conference
- Your business will be listed on the silent auction page of the AOAP web-site.

## Donations are Just as Valuable!

The Association of Aquatic Professionals is a not-for-profit organization that graciously welcomes donations of any size. Whether you would like to donate products, services, or money we appreciate any effort to help our aquatic advocacy efforts. For more information about donating, please call AOAP at 262-894-9772. We will provide you with a tax deductible donation letter for your sponsorship / donation.



# Take this Opportunity

## Give back to the professionals that have given us so much.

Don't miss this opportunity to be included as a sponsor for the Association of Aquatic Professionals Annual Conference and Institute, held each February/March.

This is your chance to give back to the aquatic professionals nationwide that support your company's bottom line and gain recognition in the process. Sponsors will be prominently displayed in all marketing materials for said event as well as the actual event itself. Recognition is based on the level of sponsorship and is listed under the categories below. \$10,000 and above categories receive numerous additional items.

**Main AOAP Conference Sponsorships: \$10,000 - Closing All Conference social - Call for details.**



## \$5,000

**3 Available**

**1 Conference, 1 Educational, & 1 Exposition**

Main sponsors will assist AOAP in celebrating our annual conference and exhibition. Your donation will help keep our conference registration fees low, so we can provide an affordable opportunity for education and networking for aquatic professionals nationwide.

### AOAP will acknowledge your donation by:

- Featuring your organization on all conference literature that is disseminated to the membership (preconference registration material, conference booklet, conference registration packet, etc., AOAP Newsbrief)
- Providing your organization with recognition in the AOAP online newsletter. This includes your logo in our sponsorship section throughout the year.
- Providing your organization with one banner ad or button ad on the AOAP website for a year.
- Presenting your organization with an "Award of Recognition" plaque during the opening session of the conference.
- Providing your organization with one complimentary full page ad in the conference booklet.
- Identifying your organization on a banner prominently displayed in the trade show area.
- Providing your organization with two complimentary exhibit booths.
- Providing your organization with two complimentary full registration to the conference.
- Include 2 articles in the AOAP weekly.



## General Conference Sponsorships:

Your donation will help keep our conference registration fees low, so we can provide an affordable opportunity for education and networking for aquatic professionals nationwide. Recognition for General Sponsorships is based on the level of sponsorship and is listed below.

## \$4,000 - \$4,999

Receive a unique recognition plaque, 2 complimentary exhibit booths, 1 full page ad in the conference booklet, a complimentary website logo posting for the year and inclusion of a company flyer in the conference packet (500 copies provided by sponsor).

## \$3,000 - \$3,999

Receive a unique recognition plaque, 1 complimentary exhibit booth, a complimentary website logo posting for the year and inclusion of a company flyer in the conference packet (500 copies provided by sponsor).

## \$2,000 - \$2,999

Receive a unique recognition plaque, your logo on the website for a year, and ½ page ad in the conference booklet.

## \$1,000 - \$1,999

Receive ½ page ad in the conference booklet.

## \$500 - \$999

Receive a business card sized ad in the conference booklet.

# What we can offer you

Help provide the “extra” that will keep them coming back.

Education and networking is what the Association of Aquatic Professionals Annual Conference and Institute is all about. Your sponsorship will help us provide quality educational and networking opportunities for our delegates. Sponsors will be prominently displayed in all marketing materials for said event as well as the actual event itself.

Recognition is based on the level of sponsorship and is listed in the “general sponsorship” section.

## Session & Educational Sponsorships:

\$500 per session (40 available)

Education Sessions/Professional Development Workshops sponsorship. Call for more information.



### Mobile Guidebook Application: \$3,000

AOAP Annual Conference & Exposition has gone mobile using Guidebook! The app is compatible with iPhones, iPads, iPod Touches and Android devices. Windows Phone 7 and Blackberry users can access the same information via our mobile site. Conference attendees and vendors use this mobile application to navigate through the exhibit hall, schedule, maps, sponsors, sessions, speakers, everything conference related.

### Conference T-Shirts: \$3,000

Sponsorship of 350 t-shirts with AOAP design and your company logo. T-shirts to be sold for a small donation to the association.

## Event Sponsorships:

### Morning or Afternoon Zen Refreshments:

\$1,500 (5 available)

Refreshments before educational sessions or during afternoon breaks.

### Opening Keynote:

\$3,000 (2 available)

Sponsorship of premier conference speaker/keynote presentation for the general opening session.

### Opening Evening Meal:

\$3,000 (3 available or one at \$9,000)

Sponsorship of conference opening meal to kick-off the conference at the hotel.

### Exhibit Hall Grand Opening Social:

\$3,000 (4 available)

Sponsorship of exhibit hall opening social and food.

### Exhibit Hall Luncheon:

\$3,000 (4 available)

Co-Sponsorships available. Lunch for attendees with the Vendors Social. (You may provide cups and napkins with your logo if desired)

### Exhibit Hall Closing Zen & Vendor Thank You:

\$1,500 (3 available)

Sponsorship for afternoon refreshments to bid farewell and thank vendors. Raffle prizes will be given away during this break.



### Closing All Conference Social:

\$10,000

Co-Sponsorships available. Sponsorship of dinner and activities for all delegates following educational sessions and trade show.

### Sponsor a Speaker:

\$500

Sponsorship of a speaker for the conference. 50 available

# Program Sponsorship

Build brand value by linking your company with professional education, consumer safety or industry advocacy and government relations.

## R.E.S.P.E.C.T Drowning Prevention Program Sponsorships

The R.E.S.P.E.C.T Drowning Prevention Program Sponsorship is an excellent way to reach your target audience. Imagine all communication materials and promotional materials featuring your company name and logo. Associating your company with this growing effort to assure that children and caregivers are provided the necessary training to help ensure safety in and around water.



## R.E.S.P.E.C.T Program Sponsor Levels

### Drowning Prevention Hero Level

- Exclusive Program Sponsor - maximum one company at \$30,000 annually or \$25,000 annually for a two-year commitment
- Shared Program Sponsor - maximum two companies at \$40,000 annually or \$30,000 annually for a two-year commitment

Your company will be billed as the major sponsor for the program - Example: "R.E.S.P.E.C.T the Water Drowning Prevention Campaign brought to you with support from [Your Company]"

- 2 Complimentary Booths at the Annual Conference and Exposition
- The ability to give a 5 minute presentation during the Keynote/Awards/Opening Ceremony at the annual conference
- Use of aquatic database list for emailing (over 28,000 aquatic professionals)
- Ability to supply 2 articles annually for inclusion in the AOAP Weekly Newsletter that goes out to over 28,000 aquatic professionals
- Your brochure/flyer inserted in all conference bags (Annual Conference)
- Your brochure/flyer at all AOAP tradeshow booths
- Logo and link included on the AOAP website homepage and the partnership/sponsorship page of the website
- Email message sent to AOAP members promoting your company and its support
- Exclusive sponsor of 2 webinars annually
- Company Logo/Link included in every issue of AOAP Weekly throughout the year
- A recognition plaque/award
- Complimentary button advertisement in AOAP Weekly for a 1 year period.

Your company name and logo will appear on all program promotion including:

- Web pages
- Press releases
- Brochures
- Facebook
- Email promotions

### Drowning Prevention Supporter Level

Maximum three companies at \$10,000 or \$8,000 for a two-year commitment

- Exclusive sponsor of one webinar
- Webinar can be presented by sponsor staff expert
- Ability to post "Tips" on the webinar topic, with company logo, on Webinar pages of [www.aquaticpros.org](http://www.aquaticpros.org), and also as a download take-away at end of webinar
- Logo in all promotional materials for sponsored webinar
- Webinar archived and continually available after first presentation
- Listed on Drowning Prevention Education pages of [www.aquaticpros.org](http://www.aquaticpros.org)
- Listed on all education promotional materials (including email and brochures)
- Company Logo/Link included in every issue of AOAP Weekly throughout the year
- Logo and link included on the AOAP website homepage and the partnership/sponsorship page of the website

### Drowning Prevention

Maximum five companies at \$5,000 or \$3,500 for a two-year commitment

- Listed on all drowning prevention education website pages
- Listed on all sponsor thank you signs
- Listed on all promotional materials
- Company Logo/Link included in every issue of AOAP Weekly throughout the year
- Logo and link included on the AOAP website homepage and the partnership/sponsorship page of the website

## Don't Miss This Opportunity!

Email Juliene Hefter or call at 262-894-9772 to maximize your exposure, connect with your customers and create a customized package as unique as your brand.

**The Association of Aquatic Professionals**  
PO Box 92107, Austin, TX 78709



# Get Noticed

## By providing the little touches.

The Association of Aquatic Professionals Annual Conference and Institute is the perfect place proudly to display your company logo on delegate gifts. Recognition is based on the level of sponsorship and is listed in the “general sponsorship” section.

## Delegate “Goodie” Sponsorships:

### Delegate Badges: \$3000 (1 available)

Turn attendees in to walking advertisements by sponsoring the AOAP badges. The AOAP will provide the badges and we work with you to create a design that meets proper specifications.

\*This promotional opportunity includes: logo on badges given out to all attendees, acknowledgement anywhere sponsors are collectively listed and acknowledgement on the AOAP website.

### Registration Packet Inserts: \$1000 (20 available)

Promote your booth or products to all attendees at the conference. Provide 500 copies of an insert to be placed in the registration packet. Details regarding flyer delivery deadline to the AOAP office will be sent with sponsorship confirmation.

\* This promotional opportunity includes: acknowledgement anywhere sponsors are collectively listed and acknowledgement on the AOAP website.



### Conference Key Sleeves: \$3,500 (1 available)

Provide attendees with a constant reminder of your company during the conference. The AOAP will work with you to create a design that meets proper specifications for key card sleeves.

\*This promotional opportunity includes: logo and design placed on a card sleeve that everyone staying at the Conference Hotel will be given at check-in. Acknowledgement anywhere sponsors are collectively listed and acknowledgement on the AOAP website.

### Delegate Conference Bag: \$3,500 (1 available)

Increase your company’s visibility by adding your logo to a conference bag distributed on-site to all attendees with their registration materials. These bags are widely used during the show to carry conference materials and exhibit hall handouts. Bags will be produced by AOAP, and we will work with you to create a design that is sure to catch the delegate’s eye.

\* This promotional opportunity includes: logo printed on bags given out to all conference attendees, one 8.5”x11” promotional piece in the bag (500 copies to be provided by the sponsoring company), acknowledgement anywhere sponsors are collectively listed and acknowledgement on the AOAP website.

### Delegate Pen: \$1,500 (1 available)

Put your company’s name in the hands of each attendee by supplying pens with your logo/graphic for use onsite at the AOAP Conference. The pens will be placed in the registration bags and made available throughout the convention center. Sponsor will be responsible for producing and shipping a minimum of 500 pens to AOAP.

\* This promotional opportunity includes: Company logo/graphic on pens, acknowledgement anywhere sponsors are collectively listed and acknowledgement on the AOAP website.

### Delegate Flash Drive: \$3,500 (1 available)

Put your company’s name in the hands of each attendee by sponsorship of a USB flash drive which will be given to each conference attendee and will include all of the handouts for the conference, and your company information. AOAP will produce and load the drives with the handouts and your company information. Details regarding delivery deadline of your desired marketing information will be sent with sponsorship information.



\* This promotional opportunity includes: company logo/graphic on flash drives, ad in the exhibit booklet, acknowledgement anywhere sponsors are collectively listed and acknowledgement on the AOAP website.

### 3 Day Conference Favor: \$3,000

Merchandise souvenir to 3 day attendees. Full Conference Registration and state Merchandise souvenir to all full conference attendees.



### ScanVenger Hunt Sponsorship: \$3,000

The Association of Aquatic Professionals is so excited to announce a new platform to get registrants of the AOAP Annual Conference & Exposition to booths and creates LOTS of interaction and fun during the exposition center!

Sponsor this wonderful and fun activity at the conference. ScanVenger Hunt is a web-based mobile gamification platform used for conferences and trade shows (It also works as a lead retrieval). It replaces the traditional stamp card for trade shows and adds an innovative, high-tech way to increase interaction between attendees and exhibitors. You will receive all of the items listed under the \$3,000 level as well as your company logo listed on every 8 1/2 x 11 board placed by those companies that are participating listing you as the sponsor.

## AOAP SWIM LESSON GRANT

### Sponsorship: \$3,000

Your company will be known as a promoter of water safety throughout the nation. Help us provide swim lesson grants to communities to assist them in providing swim lessons to those that would otherwise not be able to afford it.

**The Association of Aquatic Professionals partners with numerous groups and companies throughout the year to assist us with getting our association and conference information into the hands of aquatic professionals and companies.**

## Marketing Partners

Partners receive various items based on the advertising that they offer for the association. Partners that provide an e-blast, website advertisement and a magazine advertisement will receive the following:

- Complimentary Booth at the AOAP Annual Conference and Exposition
- Logo placement and link to their company website on the AOAP Website on the home page and on the partnership/sponsorship page
- Logo inclusion in the 3rd issue of AOAP Weekly each month throughout the year
- A recognition plaque/award at the annual conference and exposition

## Sponsor Life Jackets for the AOAP Life Jacket Grant

### Program:

**Sponsorship Valued at \$5,000 in-kind donation**



1. Provide opportunities for organizations awarded the grant to provide education and awareness of life jacket safety through swim lesson programs.
2. Provide awarded organizations with life jackets for a designated number of participants awarded by the grant.
3. Provide a minimum of 200 life jackets annually to association member aquatic facilities that provide water safety education programs.

The Association is looking for companies to partner with on this amazing grant program and to ship the life jackets to the appropriate individuals that are provided the grant.

**In exchange for this partnership the Association would provide the company with the following:**

- Receive a unique recognition plaque
- 1 complimentary exhibit booth at the annual conference & exposition
- 1 full page ad in the conference booklet
- Complimentary website logo advertisement posting for the year on the home page, vendor sponsor page and sponsorship page
- Your company name listed on all large signage during the conference
- The ability to have a catalog/flyer inserted in to the conference attendee bags (you provide them)
- Your logo included on our AOAP Weekly Newsletter that gets sent out to over 28,000 aquatic professionals on a weekly basis

In exchange for the above marketing and advertisements the Association would be looking for 200 life jackets (coast guard approved in various sizes) that would be shipped to the grant winners on an annual basis. This would be 4 sites at 50 jackets per site annually.

# A Day on the Course

## AOAP Golf Tournament Sponsorship Opportunities

To help us keep our tournament fees reasonable, we would like to invite you to become a sponsor for the Association of Aquatic Professionals Golf Tournament. The tournament is the perfect opportunity to network with aquatic professionals from around the nation in a casual setting. Take the opportunity to invite your prospective clients and reap the benefits of bonding over a great day of golf. As a tournament sponsor, your generosity will help provide those little touches that will separate our tournament from others. Your donation will help pay for the printing of the rules handouts, winning team awards, lunch for the golfers and providing raffle items at the award luncheon.

### Tournament Sponsor: \$1,500

- You will be listed as the Tournament Sponsor on AOAP conference literature and in the tournament event booklet.
- Your name and/or logo will be listed on a banner in the club house during the tournament.
- An individual sign with your name and/or logo will be posted at 2 holes of your choice\* on the golf course (one front 9 and one back 9).
- Your name and/or logo will appear on the winning team awards.
- Your name and/or logo will be printed in the golf tournament event booklet.
- A representative from your company will have an opportunity to welcome the golfers during the beginning of the tournament announcements.
- Admission to the tournament for a two-some of your choice.

### Award Luncheon Sponsor: \$1,000

- Your name and/or logo will be printed in the golf tournament event booklet, and you will be listed as the Luncheon Sponsor.
- Your name and/or logo will be listed on a banner in the clubhouse during the tournament.
- Table tents with your name and/or logo will be placed on each table at the luncheon.

### Tournament Golf Shirt Sponsor: Price of custom embroidered golf shirts with AOAP and your company logo.

- Your name and/or logo will be printed in the golf tournament event booklet, and you will be listed as the Tournament Shirt Sponsor.
- Your name/logo will be listed on a banner in the clubhouse during the tournament.
- Your name and logo may appear on golf shirts.

### Longest Drive Sponsor: \$400

- Your name and/or logo will be printed in the golf tournament event booklet, and you will be listed as the Longest Drive Sponsor.
- Your name/logo will be listed on a banner in the clubhouse during the tournament.
- An individual sign with your name and/or logo will be posted at the Driving Range and Longest Drive Hole.
- Your name/logo will be on the longest drive award.

### Closest to the Pin Sponsor: \$400

- Your name and/or logo will be printed in the golf tournament event booklet, and you will be listed as the Closest to the Pin Sponsor.
- Your name/logo will be listed on a banner in the clubhouse during the tournament.
- An individual sign with your name/logo will be posted at the Putting Green and Closest to the Pin Hole.
- Your name/ logo will appear on the closest to the pin award.

# A Day on the Course

## AOAP Golf Tournament Sponsorship Opportunities

### Golf Hole Sponsor: \$125

- Your name and/or logo will be printed in the golf tournament event booklet, and AOAP conference brochure
- A sign with your name and/or logo will be posted at golf hole on the golf course.

### Golfer gift bag stuffers and raffle items: Product or monetary donation of any size.

Help us spoil our golfers with a donation for their gift bags to be given out before the tournament begins. Products such as balls, tees, ball markers, snacks, water, etc. that display your company logo/name is a great way to support the association and gain some exposure for your company as well. Have an item for the raffle? Any size monetary or product donation is welcomed and will be put to good use.

\*Company logos and donations must be received no later than January 1 to insure that your name and/or logo can be placed on the hole signs. All donations are tax deductible call AOAP for information. See "general sponsorship" section for recognition benefits.