

2022 NATIONAL OUTDOOR RECREATION CONFERENCE

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2022

# OUTDOOR RECREATION

SOLUTIONS FOR TRANSFORMATION

September 11-15, 2022 | Knoxville, Tennessee

PRESENTED BY



SOCIETY OF OUTDOOR  
RECREATION PROFESSIONALS

## WHY YOU SHOULD BE THERE

Your brand will be seen by thousands of agency, government, business, academic, and nonprofit outdoor recreation leaders across the US through social media and direct email. Onsite, you will have access to 300+ attendees, 75+ speakers, and multiple channels of outreach. Help us build a better way to work together by attending, sponsoring, developing a conference that provides a premiere learning and networking opportunity for all within the field of outdoor recreation

- ENGAGE** the national outdoor community
- SHARE** your knowledge, expertise, and passion
- LEARN** from outdoor recreation thought leaders
- EXPAND** your network, ignite conversations, share big ideas
- DEVELOP** innovative and long-term partnerships
- PROMOTE** your products, services, and programs
- INCREASE** your brand visibility

We pride ourselves on our attentiveness to our important partners and customizing your particular engagement with the National Outdoor Recreation Conference. We look forward to working with you in tailoring your experience to meet your company's marketing and outreach objectives.

*For sponsorship information, contact Rachel Franchina | [rachel.franchina@recpro.org](mailto:rachel.franchina@recpro.org) | (720) 883-7045*

## WHAT IT'S ABOUT

The 2022 National Outdoor Recreation Conference will convene in Knoxville, Tennessee, hosted annually by the Society of Outdoor Recreation Professionals, it is the premiere conference for outdoor recreation in the nation. Our theme is "Outdoor Recreation: Solutions for Transformation". Each year we create a program that inspires, challenges, and empowers the broad community of outdoor recreation professionals. Each year we gather over 300 stakeholders. And this year's conference promises to be an engaging 4+-day format filled with workshops, several tracks of concurrent sessions, and a stellar lineup of keynotes. Please join us!

**300+**  
ATTENDEES

**75+**  
SPEAKERS

**25+**  
BOOTHS

**10+**  
ACTIVITIES

**3+**  
SOCIALS

**∞**  
NETWORKING

# SPONSORSHIP BENEFITS

BENEFITS	PRESENTING	ROCKY TOP	GREAT SMOKIES	EXHIBITOR	COMMUNITY	FRIEND
Level/#Available	\$15,000/1	\$10,000/2	\$5,000/5	\$2,000/30	\$750	\$250
Conference registration	12	6	4	1	1	0
Lead sponsor for the event	X					
Title Sponsor i.e. “2022 National Outdoor Recreation Conference, Presented by [Your Brand]”	X					
Exhibitor space - cocktail round and surrounding area for 1-2 pop-up displays	X <i>VIP location</i>	X <i>Prime location</i>	X <i>Prime location</i>	X	X	
Co-branded conference gift for swag bag	X					
Conference opening & “Field to Fork” dinner - welcome message	X					
On stage verbal recognition from emcee during plenary sessions	X	X	X	X	X	X
Can host adjacent events and networking gatherings listed on main event schedule	X	X	X			
Title Sponsorship of Session Track: Centering Indigenous Futures Emerging Technology & Policy Equity in Outdoor Recreation Planning Impact Partnerships		X				
Opportunity to provide promo materials in “swag bags”	X	X	X	X	X	X
Social media recognition in standalone sponsor post, as well as group posts	X	X	X			
Social media recognition in group posts				X	X	X
Banner or signage on site in prominent location	X					
Collective Banner Large Logo on site in prominent location		X	X			
Collective Banner Medium Logo on site in prominent location				X	X	
Collective Banner Small Logo on site in prominent location						X

**CUSTOM SPONSORSHIP** – Got an idea you want to run by us? Contact Rachel Franchina  
[rachel.franchina@recpro.org](mailto:rachel.franchina@recpro.org) | (720) 883-7045

**EXHIBITORS** – At NORC, exhibitors are integral to overall experience. We structure the exhibitor space to maximize and amplify informal conversations. Specific guidelines on schedule, shipping, and space assignment will be provided 60 days prior to the conference. Limited power is available, and we will work with you to accommodate all of your needs.

# WHAT PEOPLE ARE SAYING ABOUT THE NATIONAL OUTDOOR RECREATION CONFERENCE

“As a longtime outdoor recreation planner and policy leader, I have found membership in the Society of Outdoor Recreation Professionals and attending its annual National Outdoor Recreation Conference to be the best professional national organization and gathering for those that live and work in the outdoor recreation planning and management space. NORC provides the highest quality and level of training, research, and networking in the cross-sector and growing field of outdoor recreation, park and public lands access, transportation, and visitor use management as well as community collaboration, partnerships and equity. It’s a must attend and engage opportunity for those in the growing and complex field of sustainable outdoor recreation”.

**BOB RATCLIFFE**

*Chief, Conservation and Outdoor Recreation Programs Division | National Park Service*

“The NORC stands out as one of the best networking opportunities and platforms for conference learning that I have experienced in my 35 years as a parks, recreation and conservation professional. Fresh, new insights are presented from around the country are always pertinent and engaging. SORP is also one of those cutting-edge professional groups that stay on top of important issues in the field – membership is essential to my career and if you haven’t joined yet, you should make it a priority!”

**ANNE B. MARSHALL**

*Senior Advisor, Parks and Conservation Bureau | TN Dept of Environment and Conservation*

“I would not be as informed, inspired or as well connected with the outdoor recreation industry had I not joined SORP and attended NORC for the past two years. I contribute a large portion of my success as a leader in my community to the opportunities for professional development through SORP and NORC. I love to stay connected to SORP through their webinars and membership perks throughout the year, but the annual conference is by far the best part of being involved with the Society.”

**KAYLA CARTER**

*Outdoor Development Manager | Northeast Tennessee Regional Economic Partnership*