

2024

**SPONSOR & EXHIBITOR  
OPPORTUNITIES**







## Texas Recreation and Park Society is dedicated to building strong, healthy and resilient communities through the power of parks and recreation.

For over 85 years, Texas Recreation and Park Society (TRAPS), a 501(c)3 nonprofit organization, has worked to advance the profession of parks, recreation and leisure services in Texas.

### Our Mission

Texas Recreation and Park Society advances the quality of life industry through Connections, Advocacy, Resources and Education (Care).

The Society serves as a clearinghouse of information and resources to help with a wide range of challenges facing park, recreation, and leisure service professionals. These include: programming, grant and aid applications, coordinating events, promoting projects, advocacy and legislative awareness, job postings, and professional development and training.

### Our Vision

To be the champion for engaged communities, wellness lifestyles and greenspaces.

A state affiliate member of the National Recreation and Park Association (NRPA), TRAPS also maintains professional affiliate relationships with several state universities, athletic and civic organizations, recreational entities, state agencies, and commercial vendors who provide services or programs related to parks, recreation, and leisure service management.

**O**n behalf of the Texas Recreation and Park Society (TRAPS), I am excited to showcase the exceptional programs and services we offer to the parks and recreation professionals throughout Texas.

As the champion for parks and recreation services in Texas, TRAPS is dedicated to advocating for the importance of parks and recreation in our communities. By actively engaging with parks and recreation professionals, government officials, community leaders, and partner organizations, we strive to create vibrant and healthy communities through parks and recreation.

TRAPS takes pride in being the number one provider of continuing education for parks and recreation professionals in Texas. We offer a wide range of training programs, certifications, workshops, and conferences that are carefully designed to enhance the skills and knowledge of professionals in the field. Our educational offerings cover diverse topics, including program management, environmental stewardship, community engagement, and leadership development, ensuring that professionals stay at the forefront of their profession.

We are excited to collaborate with you and your organization to advance the field of parks and recreation in Texas. Together, we can create a healthier, more vibrant future for our communities. I invite you to explore our programs showcased in this document, as well as other resources, educational offerings, and sponsorship opportunities on our website, and discover how TRAPS can benefit you and your team.

Thank you for your time and consideration. We look forward to the opportunity to partner to further highlight the transformative power of parks and recreation.

Warm regards,



**Erin O'Neil Franz**

TRAPS Executive Director



# WE PRIDE OURSELVES ON BEING...

## The champion for parks and recreation services in Texas.

- TRAPS is dedicated to advocating for the vital necessity of parks and recreation services in Texas communities.
- We work tirelessly to promote policies and initiatives that enhance the quality of parks and recreation facilities, ensuring access for all residents.
- TRAPS actively engages with government officials, city leaders, and partner organizations to champion the value of parks and recreation in creating vibrant and healthy communities.

## A trusted, valued thought leader.

- TRAPS is recognized as a trusted and respected authority in the parks and recreation industry, both within the state of Texas and throughout the country.
- Our membership, staff, board members, and advocates are comprised of industry professionals who stay up-to-date with the latest trends, research, and best practices.
- We provide thought leadership through publications, whitepapers, and presentations, sharing insights and innovative ideas to drive progress in the parks and recreation sector.

## A resource hub for all things parks and recreation.

- We aim to empower parks and recreation professionals with the knowledge and resources they need to deliver exceptional services to their communities.

## The top provider of continuing education for parks and recreation professionals.

- TRAPS takes pride in being the leading provider of continuing education for industry professionals in Texas, with affordable and diverse in topics such as program management, environmental stewardship, community engagement, leadership, marketing and professional development.

## Parks and recreation professionals biggest advocates.

- By framing parks and recreation professionals as essential community servants, we can effectively promote the significance of parks and recreation in building healthy, vibrant communities in Texas.
- Parks professionals are integral in creating safe, inclusive spaces that foster community engagement, environmental sustainability, and social equity. They contribute to the overall health and well-being of communities by promoting physical activity, mental wellness, and social connections.



## Primary Educational Programming

Conferences (Annual Institute & Expo)

Webinars, Seminars, Workshops

Certifications

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## Other Programs

Advocacy

Awards

Lone Star Legacy Parks

Maintenance Rodeo

Michal Anne Lord Leadership Academy

Scholarships

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## Special Events

Walk the Halls

Play Day at the Capitol

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## Resources

Issues Platform

Bill Watch

White Papers

Testimony

Meetings



# CHAMPION LEVEL OPPORTUNITIES FOR YEAR-ROUND EXPOSURE

Benefits Available January 2024 - December 2024

	Texas Star	Texas Bluebonnet	Texas Pecan	Texas Two-Step
	\$20,000	\$15,000	\$10,000	\$7,500
Agency & director contacts mailing labels (twice/year)	✓	✓	✓	✓
Customized and dedicated email to all TRAPS members	3 times	2 times	1 times	
Logo on Champion “banner” in Texas Talks e-newsletter	✓	✓	✓	✓
Announcement on TRAPS social media accounts	✓	✓	✓	✓
Recognition at 2024 Institute	✓	✓	✓	✓
Display space at Regional Workshops and/or Maintenance Rodeo	5 times	4 times	3 times	2 times
Logo on Institute & Expo signage	✓	✓	✓	✓
Invite to the 2024 Institute President’s Reception	6 tickets	5 tickets	4 tickets	3 tickets
Booth Package in the Institute Expo Hall	2 booths	1 booth	1 booth	1 booth
Logo on TRAPS website	✓	✓	✓	✓
Complimentary team entry at the State Golf Tournament	1 team of 4 players	1 team of 4 players		
Article in TRAPS Magazine	2 issues	1 issue		
Complimentary Institute Registration with Event Tickets	4 tickets	2 tickets		

# EVENT & SERVICES SPONSORSHIP

## For Education and State-Based Needs

	MAL Leadership Academy	Lone Star Legacy Parks	TML Education & Expo	CPSI Course	Sustainability Series	Annual State Awards Ceremony*	Texas Night at NRPA	Leadership Retreat
	<b>SOLD!</b> 3	1	1	3 <del>4</del>	<b>SOLD!</b> 1	<b>SOLD!</b> 2	<b>SOLD!</b> 2	<b>SOLD!</b> 1
	\$7,500	\$3,500	\$2,500	\$2,500	\$2,500	\$4,000	\$5,000	\$1,500
	12-month program with emphasis on educating young professionals	The highest honor bestowed to a park; honorees receive recognition at TRAPS Institute	Education Session(s) and Outreach efforts with state policy and decision makers of the Texas Municipal League during TML Conference	Underwrites expenses for a TRAPS CPSI education program	Support education including webinars, research & targeted sessions	The Awards event is hosted at the TRAPS Institute & Expo, the largest attended event	State networking opportunity for TRAPS members at the NRPA conference	40+ of TRAPS' most influential leaders
Logo included on event signage	✓	✓	✓	✓	✓	✓	✓	✓
Logo inclusion on event webpage	✓	✓	✓	✓	✓	✓	✓	✓
Spotlight recognition	Display, distribute & sponsor moment	Display	Display or distribute	Display or distribute	Display or distribute	Display & sponsor moment	Sponsor moment	Display, distribute & sponsor moment
Logo inclusion on registration form	✓	✓		✓	✓	✓	✓	✓
Link on TRAPS website to your webpage	✓	✓	✓	✓	✓	✓		
Newsletter advertisement (1 issue)	✓	✓						





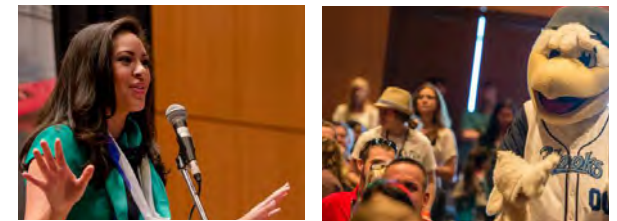
# TRAPS INSTITUTE & EXPO

## Annual Conference for the Texas Recreation and Park Society

The Texas Recreation and Park Society (TRAPS) annual Institute and Expo, first held in 1998, is the premier education and networking event for the park and recreation community in Texas.

The event draws over 1,000 participants, including park and recreation department directors, travel and tourism professionals, athletic and tournament coordinators, park maintenance employees, senior recreation planners, aquatic managers, elected officials, board and commission members, and more.

The Institute combines education sessions and an Expo attracting 125+ vendors showcasing the latest in industry trends, continued best practices, information, programs and services to help our members and the communities they serve. The annual event also includes a maintenance rodeo, golf tournament and social events.



### BY THE NUMBERS:



**1,100+**

The institute welcomed over 1,100 attendees from all across Texas in 2023.



**125**

Over 125 vendors are on-hand to showcase industry-leading technology, equipment and services.



**170**

Number of cities in Texas represented at the 2023 institute.



# INSTITUTE SPONSORSHIP

February 27-March 1, 2024 ■ Galveston, Texas

**\*\*Expo Booths are SOLD OUT\*\***

	Title Sponsor	Institute & Expo Mobile App	Casino Night Welcome Social	Lanyard & Badge Holder	Attendee Networking Breaks	Speed Networking Break	Ice Cream Social	General Session	Directors' Forum	President's Reception	Past President's Breakfast	Education	Attendee Swag Bag
	<b>SOLD!</b>	<b>SOLD!</b>	<b>SOLD!</b>	<b>SOLD!</b>	<b>SOLD!</b>	<b>SOLD!</b>	<b>SOLD!</b>	<b>SOLD!</b>	<b>SOLD!</b>	<b>SOLD!</b>	<b>SOLD!</b>	1 <del>8</del>	<b>SOLD!</b>
	\$17,500	\$8,000	\$6,000	\$3,750	\$3,500	\$4,000	\$4,000	\$5,000	\$5,000	\$3,500	\$2,500	\$1,000	\$5,000
	Annual Institute lead sponsor, with maximum exposure to all attendees	Spotlight logo on the conference mobile app	Historically sees an attendance of 800+	Logo on all attendee lanyards	Provides a wonderful opportunity for attendees to network & socialize	Provides a wonderful opportunity for attendees to network & socialize	Provides a wonderful opportunity for attendees to network & socialize	Official kick-off of the conference	Exclusive learning & networking event for executive leadership	Opportunity to thank those significant to the president's tenure	Sponsor recognition at event honoring past TRAPS leaders.	Underwrites expenses for TRAPS' education programs	Promo items to be given to all attendees
Logo inclusion via social media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on Institute signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo included in Awards presentation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>NEW</b> Clickable Logo on Institute Event Webpage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Spotlight recognition	Opening Session & Awards Ceremony	App	Welcome Social	Lanyard	Event Signage	Event Signage	Event Signage	General Session	Director's Forum	Reception	Breakfast	Signage & giveaways at Education Session	Swag Bag
Complimentary Welcome Social tickets	6	4	4	2	2	2	2	2	2	2	2		2
10x10 Booth Package	2	2	1	1	1	1	1	1	1	1	1		1
Provide promotional items in attendee bags	✓	✓	✓	✓	✓	✓	✓						✓
<b>NEW</b> 30-sec video Ad at event	✓	✓	✓					✓	✓	✓			
<b>NEW</b> Sponsored Push-Notification on Mobile App	✓	✓	✓					✓	✓				
Complimentary registration packages to 2024 Institute	4	2	2										
<b>NEW</b> Introduce Speaker									✓			✓	
Pre-Institute Dedicated E-Blast to over 2,000 members	✓	✓											
Logo on Mobile App	✓	✓											
Logo on Registration Booth structures	✓												
Full page Ad in TRAPS Magazine	1 issue												
<b>NEW</b> 1 min Speech at event	Opening Session												

# EXHIBITOR FAQs

## When and where is the 2024 TRAPS Institute and Expo being held?

February 26 – March 1, 2024

Moody Gardens Hotel, Spa and Convention Center

7 Hope Blvd • Galveston, TX 77554

409-741-84-84

## What are the Expo exhibit dates and times?

Wednesday, Feb. 28 - 6:30pm • Expo Hall Opens/President's Preview

Wednesday, Feb. 28 - 7:00–9:00pm • Welcome Social Casino Night

Wednesday, Feb. 28 - 9:00–9:30pm • Door Prizes Selected & Announced

Thursday, Feb. 29 - 9:00am • Expo Hall Opens

Thursday, Feb. 29 - 12:00pm • Lunch with Exhibitors

Thursday, Feb. 29 - 1:30pm • Expo Hall Closes

\*\*Please note that all booths must remain open through 1:30pm.\*\*

## When will I be able to set up and dismantle my booth?

Wednesday, Feb. 28 12:00 – 4:00pm • Set up

Thursday, Feb. 29 1:30pm – 4:30pm • Breakdown

## How many attendees are expected to attend?

Approx. 1,000 attendees.

## How large is the booth space?

Single booth: 10'x10'

Double booth: 10'x20'

## What is included with a 10 x10 booth space?

8-foot backdrop drapes, 3-foot-high side divider drapes, one identification sign, one draped table and two chairs.

## Who is the Expo Vendor?

Superior Expo Services (SES) will contact you and provide you with more details related to items you would like to rent for your booth.

## What type of floor is the Expo Hall?

The Expo Hall has a concrete floor. If you prefer, you will be able to rent carpet through the Expo Vendor, Superior Expo Services.

## How many representatives can I bring?

Each 10'x10' booth includes (3) name badges.

## Can I purchase additional name badges?

Yes, additional name badges can be purchased for \$100. To purchase additional badges, please contact Amanda Wilson at [awilson@traps.org](mailto:awilson@traps.org).

## What do name badges give access to?

Each badge provides the representative access to the Expo Hall, Welcome Social Casino Night event, and Thursday's lunch with the attendees.

## Do you have a hotel room block?

Yes, room rates start at \$149/night.

[Moody Gardens Hotel - Room Reservations](#)

## Is there complimentary WIFI?

Yes, one standard WIFI connection is included. Additional connections can be purchased through the hotel.

## Is there complimentary power?

No, any power requirements will be an additional fee, purchased through the hotel.

## What info do I need to know about Wednesday's Welcome Social?

The Welcome Social Casino Night will be held in the Expo Hall on Wednesday, 2/28, from 7:00-9:30pm. Each 10x10 booth will receive casino bucks to hand out to attendees who visit their booth. The casino bucks allow attendees to play games at any of the (30) casino tables.

## Who is my main TRAPS Expo and Sponsor contact?

Amanda Wilson, Event and Sponsorship Specialist

[awilson@traps.org](mailto:awilson@traps.org)

## For all Institute & Expo information, please use the following link:

[institute.traps.org](http://institute.traps.org)



# STATE MAINTENANCE RODEO

February 27, 2024 ■ Galveston, TX

	Title Sponsor	Breakfast Sponsor	Lunch Sponsor	Awards Sponsor
	<b>SOLD!</b> 1	1	<b>SOLD!</b> 1	<b>SOLD!</b> 1
	\$5,000	\$2,500	\$2,500	\$1,000
Logo inclusion via social media	✓	✓	✓	✓
Logo on Institute signage	✓	✓	✓	✓
Logo included in Awards presentation	✓	✓	✓	✓
Logo on online Institute registration	✓	✓	✓	✓
Spotlight recognition	Opening Remarks	Breakfast	Luncheon	Rodeo Awards Ceremony
Clickable Logo on Institute Event Webpage	✓	✓	✓	✓
Institute Expo Booth Package	1			
Complimentary Welcome Social tickets	2			



# DANNY BOYKIN MEMORIAL GOLF TOURNAMENT

Tuesday, February 27, 2024 ■ Moody Gardens Golf Course

We hope that you will be able to support the 2024 TRAPS State Golf Tournament, a networking fundraiser for the Texas Recreation and Park Society, in honor of Danny Boykin. During his 37-year career with the City of Grand Prairie, most recently as Senior Recreation Superintendent, Danny was a long-time supporter of TRAPS, the Texas Amateur Athletics Association, and Special Olympics Texas Summer Games. Danny raised over \$225,000 in the creation of many fundraising special events, where proceeds went to benefit area youth.



**Moody Gardens Golf Course Ranked the #4 Public Golf Course in Texas by Golfers' Choice in 2022!**

Galveston's premier public course is a seaside links enchantress whose lush paspalum fairways are lined with 500 palms and shorebird habitat. Sydnor Bayou laps at its shores to entice your best shot. As one of the state's top public courses, this completely new par 72 seaside links enchantress has undergone a comprehensive renovation. You will enjoy its larger practice range, new golf cart fleet and a newly remodeled clubhouse and pro shop.

## 2024 TOURNAMENT INFO

Event to start at 11am with a buffet lunch, brief program and door prize drawings followed by 12:30pm shotgun start.

### Player fee:

\$100/\$125 | TRAPS Member/Non-Member  
*Limited to first 144 registered participants*

### Optional contests/donations:

Poker Hand - \$10  
Mulligans - \$5/2 (max of 8 per team)  
Putting Contest - \$10  
Raffle Tickets - \$10/ea

### Registration/Sponsorship:

Contact TRAPS Golf Chair and Immediate Past President, Trent Kelley with sponsorship and participant questions.  
tkelley@grapevinetexas.gov

To register, visit: [Institute.Traps.Org/golf](https://Institute.Traps.Org/golf)



# DANNY BOYKIN MEMORIAL GOLF TOURNAMENT

February 27, 2024 ▪ Moody Gardens Golf Course

	Title Sponsor	Beverage Sponsor	Lunch Sponsor	Player Sponsor	Hole Sponsor	Longest Drive Sponsor	Closest to Pin Sponsor	Putting Contest Sponsor	Friends of TRAPS Golf Tournament
	<b>SOLD!</b> 1	<b>SOLD!</b> 1	<b>SOLD!</b> 1	1	3 <del>11</del>	<b>SOLD!</b> 1	<b>SOLD!</b> 1	<b>SOLD!</b> 1	Limited
	\$6,000	\$4,500	\$3,500	\$3,500	\$1,500	\$1,200	\$1,200	\$1,200	\$500
Company name and logo included at event	Tournament Meal & Golf Awards Ceremony	Golf Awards Ceremony	Golf Lunch	Golf Awards Ceremony	Golf Hole	Longest Drive Marker	Closest to the Pin Marker		
Golf, lunch, snacks, and range balls at the Tournament	1 team of 4 players	1 team of 4 players	1 team of 4 players	1 team of 4 players	2 players	lunch for 1	lunch for 1	lunch for 1	lunch for 1
Company name and logo on all golf advertising materials	✓	✓	✓	✓					
Acknowledgment at the TRAPS Conference	✓								
Advertised on the TRAPS website	✓								
Present award						Golf Awards Ceremony	Luncheon	Luncheon	
Allowed to man or facilitate contest and chance to visit with players						✓	✓		



*Since 1937*

**TEXAS**

**RECREATION & PARK  
SOCIETY**

