



April 12-14, 2019

Sponsorship Packet

Historical Information

Colleges and universities in the state of Arkansas have created and implemented outdoor recreation programs through their campus recreation or academic departments for over two decades. As outdoor recreation became more popular, outdoor programs from all around the nation began conducting outdoor recreational trips to Arkansas to climb, paddle, cycle, and hike. With so many new outdoor programs visiting the state, the need to bring programmers together was a necessity. The outdoor directors of The University of Arkansas and Lyon College met with the managers of Horseshoe Canyon Ranch to plan an educational conference at one of the premier climbing destinations in the United States in the spring of 2012. The conference has continued to be a success since with growing attendance and sponsorships each year, with last years' conference seeing over 120 participants from over a dozen different universities. The educational experience for conference attendees from the state of Arkansas and neighboring states is an invaluable experience for these students. It allows Arkansas attendees to share ideas and practices while attendees from neighboring states can learn about what Arkansas has to offer.

Conference Information

The Arkansas Regional Adventure Programming conference is a student-oriented programming weekend for individuals that want to connect with other outdoor educational enthusiasts. Sample conference sessions from years past include:

Friday, April 12

- Pre-Conference Workshops
 - Climbing anchors, basic climbing rescue workshop, LNT Trainer Course
- Conference Welcome and dinner
- Keynote speaker followed by social with music

Saturday, April 13

- Early morning activities including yoga or trail run options
- Breakfast
- AR Programming Roundtable
- Presentations and workshops
- Lunch Social (we will have the grill ready!)
- Dutch oven Cook-off and dinner
- Outdoor adventure film showing w/ raffle prizes

Sunday, April 14

- Post Conference Workshops
 - Buffalo National River Float
 - Outdoor photography workshop
 - Outdoor boulder competition

Registration Information

Note: Sponsors pay the professional registration fee.

Early bird registration deadline – Midnight, March 24

Professional \$75, Student \$60

Beginning March 25, Professional Registration is \$90 and Student Registration is \$75.

Online registration begins February 1, 2019 at [urec.uark.edu>outdoors>ARAP](http://urec.uark.edu/outdoors/ARAP) Conference

General registration includes catered dinner on Friday and breakfast Saturday morning; camping fees for Friday and Saturday; Climbing fees for Friday and Saturday; conference sessions, film screening, opportunity to win prizes, and music.

Description of the Area

Horseshoe Canyon Ranch has over 300 bolted climbing routes and over 130 bouldering problems. The Buffalo National River is one of the few free flowing rivers in the United States. The Buffalo River is 135 miles in length and winds through massive limestone bluffs and historical sites that have created Ozark traditions. Buffalo River Trail and Ozark Highlands Trail have over 250 miles of scenic day hikes and extended backpacking trips. Please visit horseshoecanyonduderranch.com for conference site information.

Investing in the Conference

The Arkansas Regional Adventure Programming Conference will target and attract outdoor enthusiasts in the region to learn new skills and obtain information to conduct outdoor trips in the Buffalo River area. The conference and sponsors will be advertised at the national level through [College Outside](#), the [Association of Outdoor Recreation and Education \(AORE\)](#), [NIRSA: Leaders in Collegiate Recreation](#), and the [Wilderness Education Association \(WEA\)](#). ARAP will also be advertised regionally through the networks and media available to the University of Arkansas website, host institution's websites, and distributed to all colleges and universities in the state of Arkansas as well as neighboring states. In recent years we have seen outdoor programs represented from schools such as Kansas State, Iowa State, University of Wisconsin-River Falls, Auburn, University of Houston, Northern Illinois University, Middle Tennessee State, Rice University, University of Nebraska-Omaha, University of the Ozarks, Lyon College, and University of Arkansas.

Additional Investment Benefits

- Advertise in the largest public university in Arkansas
- Connect with the 30,000+ students, faculty, and staff at the University of Arkansas.
- Exposure to several hundred outdoor enthusiasts and program directors in the region.
- Exposure to ranch guests and climbers who are present at Horseshoe Canyon Ranch during the conference.

**Don't forget to watch the 2017 conference video [HERE!](#)
[urec.uark.edu>outdoors>ARAP](http://urec.uark.edu/outdoors/ARAP) conference**

Sponsorship Levels

Summit Sponsorship: *College Outside*

- Conference naming rights (e.g. ARAP Conference brought to you by...)
- Four complimentary conference passes each year of sponsorship
- T-Shirt logo (sleeve)
- Full color page in the ARAP conference program
- Company logo exclusively projected/displayed before each conference session and event
- Conference attendee contact information (subject to attendee approval)
- Brand recognition throughout the University of Arkansas Recreation building (HPER) and through various university social media outlets
- Other terms may be agreed upon based on sponsor interests

Scholarship Sponsor (Limit 1 – 10 student conference registration scholarships): \$700

- Two complimentary conference passes
- Black & White ¼ page in program as scholarship sponsor
- Name recognition at welcoming.

Key Note Sponsor (Limit 1): *Wilderness Education Association*

- One complimentary conference passes
- Black & White ¼ page in programs as film tour sponsor
- Company logo exclusively projected on screen before Keynote address, and banner hung during address and ARAP social

Film Sponsor (Limit 1): *Oz Trails*

- One complimentary conference passes
- Black & White ¼ page in programs as film tour sponsor
- Company logo exclusively projected on screen before film tour and banner hung during film and bouldering

Social Sponsor: (Limit 1): *Adventure Subaru*

- One complimentary conference passes
- Black & White ¼ page in program as social sponsor
- Company logo exclusively projected on main screen before social and banner hung during social

Dutch Oven Sponsor: (Limit 1) *Primus/Brunton*

- One complimentary conference pass
- Black & White ¼ page in program as Dutch oven sponsor
- Company banner will be hung in pavilion

Registration/Conference Information Booth Sponsor (Limit 1): \$350

- One complimentary conference pass
- Company logo or logo tent exclusively displayed at registration table
- Black & White ¼ page in program as registration/conference informational booth sponsor

Student Networking Lunch Sponsor (Limit 1): \$250

- Black & White ¼ page in program as general sponsor
- Sponsor recognition during student networking lunch

General Sponsor (Unlimited): \$250 *Backpacker Puck*

- Black & White ¼ page in program as general sponsor

Student Sponsor (Unlimited – student conference registration scholarship): \$70

- Name recognition at welcoming.

Level-Two Sponsor (Unlimited): Material donations (e.g. sleeping bags, tents, shoes, etc.) of items or combination of items (e.g. food donations, gift cards, etc.) \$100 Retail value or more (if approved by Sponsorship Committee)

- Recognition of Sponsor before Raffle Prize(s)

Level-Three Sponsor (Unlimited): Other (if approved by Sponsorship Committee)

- Please describe your donation(s) and what your company would like in return

Sponsorship Benefits

All sponsors of \$250 or more will have (subject to deadline) their logo displayed on...

- Website <http://urec.uark.edu/>
- E-mail & Social Media Advertisements
- Logo banners and speaking opportunity during sponsored event
- Opportunities to table at the conference during the following times (certain requirements apply):
 - Friday, registration booth area (4pm-6pm)
 - Saturday, networking lunch (12pm-2pm)
 - Saturday, Dutch oven cook-off; prior to film showing (5pm-8pm)

In addition to the benefits of the \$250 sponsorship level, sponsors of \$500 or more (monetary or product value) will be allocated mic time (limited to 3 minutes) prior to the film showing on Saturday night of the conference.

Sponsor/Vendor Tabling Requirements

- Tabling may only be conducted during specified times mentioned in the “sponsorship levels” section.
- Tents (or equivalent may be used) and tables are restricted to 72”X30” (provided upon request)
- Products may be raffled (process must be approved by the conference host committee)
- Conference attendee information (i.e. email, names, etc.) may be gathered voluntarily; information not to be provided by conference host committee
- Retail items may not be sold on site if currently offered in the HCR Trading Post
- Pro-purchase discounts, coupons, or other promotions may be offered to conference attendees

Sponsorship Process

If you choose to sponsor, it is simple to commit your organization or company to supporting the conference. Material sponsorships can be mailed to the physical address below. Monetary sponsorships can be paid with a check (made out to University of Arkansas) and mailed to:

UREC Outdoors – Attn: Kenny Williams
ARAP Conference
115 Stadium Drive – HPER 102
Fayetteville, AR 72701

Contact Us

For any questions, or receive additional information, please contact:

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