



April 21-23, 2017

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 a decade. 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.

Friday, April 21

Pre-Conference Workshop

-Climbing anchors and basic climbing rescue workshop

Conference Welcome and dinner

Keynote speaker followed by social with music

Saturday, April 22

Early morning activities including yoga or trail run options

Breakfast

AR Programming Roundtable

Presentations and workshops

Lunch Social (we'll have the grill ready!)

Dutch oven Cook-off and dinner

Outdoor adventure film showing

Prize Raffle

Sunday, April 23

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 is March 10, 2017.

Professional \$75, Student \$60

After March 10, Professional Registration is \$90 and Student Registration is \$75.

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 live music. To register, contact Kenny Williams at kennethw@uark.edu.

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 horseshoecanyonduderanch.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, along with sponsors will be advertised at the national level through the Association of Outdoor Recreation and Education (AORE), NIRSA: Leaders in Collegiate Recreation, and the National Recreation and Parks Association (NRPA). The conference will also be advertised regionally through the networks and media available to the University of Arkansas website, Lyon College website, 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 26,000+ students, faculty, and staff at the University of Arkansas and Lyon College.
- 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.

Sponsorship Levels:

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
- Insert in Attendee Registration Packets
- Logo on T-Shirt

In addition, benefits of each sponsorship level include...

Film Tour Sponsor (Limit 1): \$500

- Two 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

Scholarship Sponsor (Limit 1 – 10 student conference registration scholarships): \$600

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

Social Sponsor: (Limit 1) \$500 - *ADVENTURE SUBARU*

- Two 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) \$400

- 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 - *ADVENTURE SUBARU*

- 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

General Sponsor (Unlimited): \$250

- Black & White ¼ page in program as general sponsor

Student Sponsor (Unlimited – student conference registration scholarship): \$60

- Name recognition at welcoming.

Level-Two Sponsor (Unlimited): Material donations of items or combination of items (e.g., sleeping bags, tents, shoes, 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 Process:

If you choose to sponsor, it is simple to commit your organization or company to supporting the conference. If it is material sponsorship, please complete the form and e-mail to camp@uark.edu. If it is a monetary sponsorship, you can pay with a check (made out to University of Arkansas) and mail it to:

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

Contact Us:

For any questions, comments, or concerns, please contact:

Mike Hoover
Conference Chair
479-575-6834
mdhoover@uark.edu

Kenny Williams
Conference Co-Chair
479-575-6865
kennethw@uark.edu

SPONSORSHIP FORM

Please fill out the form below with the appropriate information and return it to
Kenny Williams: kennethw@uark.edu

Sponsoring individual/organization/company

Sponsorship level(s)

If applicable – amount paid or items to be donated

**Please note that to put your advertising material in appropriate places
we will need you to send an electronic copy to kennethw@uark.edu.**