



## CONNECTICUT RECREATION & PARKS ASSOCIATION

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*“CRPA’s mission is to support the recreation and park profession and steward the future of public parks and recreational opportunities in Connecticut in order to promote active lifestyles, livable communities, and quality of life for all who call Connecticut home.”*

CRPA’s Mission Statement, Adopted by the Board of Directors, September 12, 2018

## CRPA - Your Parks and Recreation Connection

### The Facts

The Connecticut Recreation and Parks Association, Inc. is a 501(c)(3) nonprofit charitable organization dedicated to the promotion, development, and improvement of all recreation and parks services within the state of Connecticut. CRPA represents **over 136 municipalities** which is 80% of Connecticut’s municipal parks and recreation departments and commissions. CRPA has **over 800 members**, from municipal and federal departments as well as tribal nations and private nonprofits, as well as industry suppliers and service providers. These professionals are often the ones in charge of making purchasing decisions on behalf of their departments; by becoming a member of CRPA you will have direct contact with them. Membership offers you opportunities for branding exposure and networking. CRPA would like to take a moment of your time to share with you the outstanding benefits of becoming a commercial member within our association. Below are the various advertising, sponsorship, and networking opportunities that will get you in front of your target audience.



## Commercial Member Benefits: Why You Should Join CRPA

### Buyer’s Guide

As a commercial member, you will be listed on the [Buyer’s Guide](#) portion of our website so our members, as well as non-members, can view your business information and be directly linked to your website. This is an interactive, searchable database with filter options based on type of product, service, or entertainment your company provides.

### Mailing List

You will have access to our membership database, in Excel format, which you can use to contact towns/organizations, print mailing labels, email, and keep in contact with prospective customers. This list is available for download on the member’s only section of our website.

## Email Blasts

Through our email listserv, you can reach all 800+ of our members through one simple email address. Members are allotted three email blasts per year. Use this as a tool to introduce your product or service, advertise a special event, or promote special offers.

## Networking

You will have the opportunity to network with CRPA members at our many seminars and events throughout the year, such as our **four quarterly seminars and lunch meetings**, our **annual golf tournament**, our **entertainment showcase** and our **annual conference**.

These are all great ways to gain exposure and meet with our members face-to-face. Members receive discounted rates to attend these events and are even eligible to attend up to two quarterlies free annually.



## Advertising and Sponsorship

Members receive discounts on advertising in various CRPA publications, such as our conference app, entertainment showcase playbill, and website. CRPA also offers its members a variety of sponsorship opportunities at each event to help our commercial members gain exposure.

## Conference

SAVE on conference as a commercial member!

You will receive a significant discount on our Annual Conference and Tradeshow. CRPA's Annual Conference and Tradeshow has been in existence for almost 60 years and is the largest industry event in New England. Over 300 parks and recreation and community professionals, as well as over 100 vendors, join us for a two-day conference featuring educational sessions for their professional development and the opportunity to meet and network with vendors like you, to see what new products and services are being offered in the industry. Remember, these professionals are usually in charge of purchasing decisions on behalf of their municipal recreation department. We offer plenty of advertising opportunities in our conference program book. All vendors who attend our conference will receive a complimentary contact information list of the delegates in attendance, a great way to follow-up with professionals you meet, and say thank you to existing customers.

## Support

The CRPA office is here to help you find and make connections. Members of the association are encouraged to contact the CRPA office to inquire about programs and how municipalities are managed in Connecticut. Members can visit our office for a private consultation on how best to gain exposure in the state.

Thank you for your time and please feel free to contact the CRPA office with any questions.

**Valerie Stolfi Collins**

*Executive Director*