

DRIVEN *by Play*

NATIONAL CONFERENCE ON THE VALUE OF PLAY | APRIL 20-22, 2027, INDIANAPOLIS, INDIANA

Sponsorship Opportunities



EPPLEY CENTER FOR PARKS
AND PUBLIC LANDS

USPLAY
coalition™



WELCOME

We are thrilled to invite you to partner with us as a sponsor for the 2027 National Conference on the Value of Play!

This year, we are bringing our movement to an exciting new location at IU Indianapolis, April 20-22, 2027. We are thrilled to make this move this year, tapping into the vibrant energy, growth, and spirit of the dynamic downtown Indianapolis metro hub.

The 2027 theme, “Driven by Play,” celebrates play as the ultimate engine of human connection, growth, and innovation. Through advancing groundbreaking research, fostering vibrant spaces, shaping learning, and advocating for play equity, Driven by Play invites every attendee to join in building momentum for a more playful world.

As a sponsor, your organization directly fuels this momentum while connecting with leading researchers, educators, professionals, leaders, and advocates—we couldn’t do it with you. Partnering with the US Play Coalition elevates your brand’s visibility, unlocks key networking and exhibit opportunities, and demonstrates your commitment to advancing play.

Join us in driving the future of play forward in Indianapolis next April. We look forward to collaborating with you!

The US Play Coalition Team | usplay@iu.edu

INCREASE YOUR REACH AND IMPACT AT THE NATIONAL CONFERENCE ON THE VALUE OF PLAY

Meet our Attendees

- Educators (early childhood through higher education)
- Park and recreation professionals
- Researchers
- Librarians
- Business and community leaders
- Government leaders
- Play advocates
- Playground designers and manufacturers
- Healthcare professionals and therapists
- Architects and landscape architects
- Informal education experts (zoos, aquariums, museums, out of school and more)
- Nonprofit and NGO representatives
- Game design professionals
- And more!

Join our Community



Meet with hundreds of attendees in-person at the Play Hub, a dedicated space near the concurrent education sessions with allocated time and planned play activities to foster traffic



Reach thousands annually across multiple online Play Coalition platforms before and after the conference

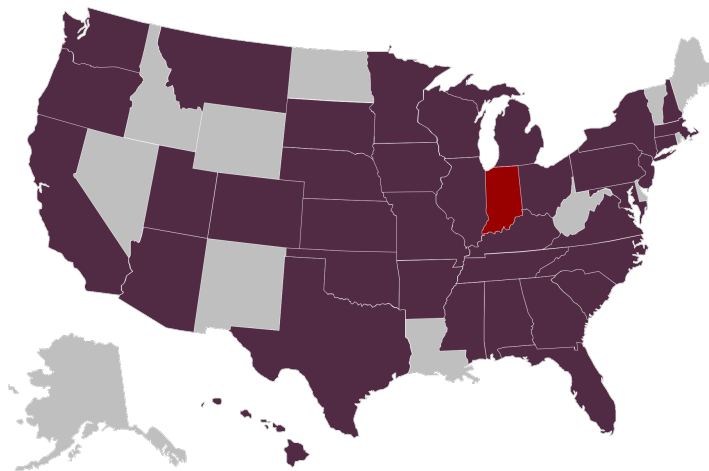


Connect with attendees and presenters representing all U.S. regions and globally



Become a sister conference co-sponsor by sponsoring the Great Lakes Park Training Institute and receive 30% off comparable sponsorship rates (see page 10 for more details)

Attendee Map



All U.S. regions and 38 states represented at since Indiana University began hosting the National Conference on the Value of Play in 2024.

SPONSOR OPPORTUNITIES

All sponsors will receive the benefits from the standard sponsorship package.

Standard Sponsorship Package

- Logo in the printed Conference Program, detailing all speakers, sessions, sponsors, and more
- Logo and link on the 2027 National Conference on the Value of Play website
- Logo and link on US Play Coalition newsletter through June 2027
- Conference registrations for the 2027 National Conference on the Value of Play (based on level, and option to sponsor attendee scholarship registration in lieu of sending full count of representatives)
- Logo on conference signage (size relative to level)
- “Official Sponsor” logo for use in your marketing efforts



 Sponsorship Opportunity	Play Champion	Platinum	Gold	Silver	Bronze
	\$20,000	\$10,000	\$8,000	\$5,000	\$3,000
Logo on conference signage	✓	✓	✓	✓	✓
Logo in conference program	✓	✓	✓	✓	✓
Whole group acknowledgement during day 1 welcome programming	✓	✓	✓	✓	✓
Logo and link on the 2027 National Conference on the Value of Play website	✓	✓	✓	✓	✓
Logo and link on US Play Coalition newsletter through June 2027	✓	✓	✓	✓	✓
“Official Sponsor” logo for use in your marketing efforts	✓	✓	✓	✓	✓
Invitation to VIP Event	✓	✓	✓	✓	✓
Full conference registrations included	6	5	4	3	1
Exhibitor display space in the Play Hub	(2) 8' tables	(2) 8' tables	(1) 8' table	(1) 8' table	(1) 8' table
Promotional item in attendee tote bags	✓	✓	✓	✓	✓
B/W ad in printed program	full page	full page	1/2 page	1/2 page	1/4 page
Social Media Spotlight	6	4	2	2	2
Email Blast to Attendees	2	1	1		
Provide featured sessions at conference	3	2	1		
Opportunity to speak @ conference function or keynote intro	✓	✓			
One sponsored event (limited to 1 sponsor each): 1. Play Hub sponsor 2. Evening social sponsor 3. Welcome event sponsor	✓	✓			
Choose from the following brand activation strategies: 1. Logo on nametag lanyard (only 1 sponsor) 2. Sponsored swag/gift for attendees 3. Co-host a game, raffle or challenge	Choose 2	Choose 1			
Named sponsorship of Event Hall (main conference space with your organization promoted via large banner)	✓				

See page 10 for more sponsorship opportunities for nonprofits, foundations, higher education, or public entities.

Play Champion - \$20,000

Limited availability

- Logo in the printed Conference Program, detailing all speakers, sessions, sponsors, and more
- Logo and link on the 2027 National Conference on the Value of Play website
- Logo and link on US Play Coalition newsletter through June 2027
- Logo on conference signage (size relative to level)
- “Official Sponsor” logo for use in your marketing efforts

Includes the standard sponsorship package plus:

- 6 full conference registrations
- Full page ad in conference program
- Provide up to 3 featured sessions
- Opportunity to speak at a conference function or keynote introduction
- Exhibitor display space - two 8' tables
- 6 social media spotlights
- Pre & post conference e-blast to attendees
- Promotional items in attendee tote bag
- One sponsored event (limited to 1 sponsor each):
 - Play Hub sponsor
 - Evening social sponsor
 - Welcome event sponsor
- Choose two brand activation strategies
 - Logo on nametag lanyard (limited to 1 sponsor):
 - Sponsored swag/gift item for attendees
 - Co-host a game, raffle, or challenge
- Named sponsorship of Event Hall (main conference space with your organization promoted via large banner)





Sample Event Sign
Size: 24in x 36in

Platinum Sponsor - \$10,000

Limited availability

- Logo in the printed Conference Program, detailing all speakers, sessions, sponsors, and more
- Logo and link on the 2027 National Conference on the Value of Play website
- Logo and link on US Play Coalition newsletter through June 2027
- Logo on conference signage (size relative to level)
- “Official Sponsor” logo for use in your marketing efforts

Includes the standard sponsorship package plus:

- 5 full conference registrations
- Full page ad in conference program
- Provide up to 2 featured sessions
- Opportunity to speak at a conference function or keynote introduction
- Exhibitor display space - two 8' tables
- 4 social media spotlights
- One e-blast to attendees
- Promotional items in attendee tote bag
- One sponsored event (limited to 1 sponsor each):
 - Play Hub sponsor
 - Evening social sponsor
 - Welcome event sponsor
- Choose two brand activation strategies
 - Logo on nametag lanyard (limited to 1 sponsor):
 - Sponsored swag/gift item for attendees
 - Co-host a game, raffle, or challenge

Gold Sponsor - \$8,000

Limited availability

- Logo in the printed Conference Program, detailing all speakers, sessions, sponsors, and more
- Logo and link on the 2027 National Conference on the Value of Play website
- Logo and link on US Play Coalition newsletter through June 2027
- Logo on conference signage (size relative to level)
- “Official Sponsor” logo for use in your marketing efforts

Includes the standard sponsorship package plus:

- 4 full conference registrations
- Half page ad in conference program
- Provide 1 featured session
- Exhibitor display space -one 8' table
- 2 social media spotlights
- One e-blast to attendees
- Promotional items in attendee tote bag



Silver Sponsor - \$5,000

Limited availability

- Logo in the printed Conference Program, detailing all speakers, sessions, sponsors, and more
- Logo and link on the 2027 National Conference on the Value of Play website
- Logo and link on US Play Coalition newsletter through June 2027
- Logo on conference signage (size relative to level)
- “Official Sponsor” logo for use in your marketing efforts

Includes the standard sponsorship package plus:

- 3 full conference registrations
- Half page ad in conference program
- Exhibitor display space -one 8' table
- 2 social media spotlights
- Promotional items in attendee tote bag

Bronze Sponsor - \$3,000

Limited availability

- Logo in the printed Conference Program, detailing all speakers, sessions, sponsors, and more
- Logo and link on the 2027 National Conference on the Value of Play website
- Logo and link on US Play Coalition newsletter through June 2027
- Logo on conference signage (size relative to level)
- “Official Sponsor” logo for use in your marketing efforts

Includes the standard sponsorship package plus:

- 1 full conference registration
- Quarter page ad in conference program
- Exhibitor display space -one 8' table
- 2 social media spotlights
- Promotional items in attendee tote bag



COLLABORATOR OPPORTUNITIES

Hoosier Community Collaborators - \$3,000

Eligibility: Nonprofit, foundation, higher education, or public entity based in Indiana

- Logo in the printed Conference Program, detailing all speakers, sessions, sponsors, and more
- Logo and link on the 2027 National Conference on the Value of Play website
- Logo and link on US Play Coalition newsletter through June 2027
- Logo on conference signage (size relative to level)
- “Official Sponsor” logo for use in your marketing efforts

Includes the standard sponsorship package plus:

- 3 full conference registrations
- Exhibitor display space -one 8' table

Play Community Collaborators - \$1,500

Eligibility: Individuals, nonprofits, foundations, higher education, or public entities

- Logo in the printed Conference Program, detailing all speakers, sessions, sponsors, and more
- Logo and link on the 2027 National Conference on the Value of Play website
- Logo and link on US Play Coalition newsletter through June 2027
- Logo on conference signage (size relative to level)
- “Official Sponsor” logo for use in your marketing efforts

Includes the standard sponsorship package plus:

- 1 full conference registration



LEARN MORE ABOUT SPONSORING THE PLAY COALITION

Thank you for your interest in sponsoring the National Conference on the Value of Play. If you are interested in learning more, contact the play conference team at usplay@iu.edu.

Research Award Sponsor Opportunity (\$3,000 Add-On)

Gold-level sponsors and above can elevate their brand exposure by becoming the exclusive Named Sponsor of the Play Coalition's Annual Research Award in the year of their conference sponsorship. This \$3,000 add-on includes live on-stage recognition to co-present the award, along with high-visibility research award sponsor recognition on stage screens, in the official conference program, and across our social media channels. Elevate your presence while supporting groundbreaking research in our field!

Double Conference Sponsorship Opportunity and Discount

Did you know that the National Conference on the Value of Play has a sister conference? **The Great Lakes Park Training Institute** has the same parent organizer, The Eppley Center for Parks and Public Lands at Indiana University! The Great Lakes Park Training Institute (GLPTI) has been held annually every February since 1947. With over 25,000 alumni attending the Great Lakes Park Training Institute since 1947 from agencies representing 49 states and six countries, the Great Lakes Park Training Institute, is the oldest continuing conference dedicated to training park, outdoor recreation, and public land management professionals in the U.S. This annual conference is attended in person by well over 250 participants. **Sponsors of both conferences receive a 30% discount off the sponsorship rates sponsoring at the same level or higher!**

Contact the US Play Coalition

Email: usplay@iu.edu

Address: 2810 E Discovery Parkway, Bloomington IN 47408

Website: go.iu.edu/play2027

US Play Coalition Team

Kristy Anderson

Assistant Research Scientist

Clay Chafin

Center Director

Claire Jenness

Administrative Assistant

