



AAPAR Sponsorship Opportunities 2011

AAPAR is the second-largest of the five associations within the American Alliance for Health, Physical Education, Recreation, and Dance. We work with sponsors on an individual basis to help them achieve their goals

AAHPERD Convention, San Diego, March 29-April 2, 2011

Please call Mariah Burton Nelson for pricing: 703/476-3430

1) AAPAR Keynote

- a. About 150 participants, including most AAPAR leaders
- b. Includes Physical Activity of the Year contest
- c. Speaker: Todd Ellenbecker, sports medicine physical therapist
- d. General Topic: Injury Prevention
- e. Significant sponsor exposure before and during event; opportunities to distribute samples or materials; opportunity to help shape the event.

2) Recognizing Outstanding Leaders Awards Evening

- a. About 150 participants, including most AAPAR leaders
- b. This second-annual AAPAR's Awards Evening differs from most awards evenings in that it's fast-paced and features winners from the Every Body Can! Adapted PE Video Contest and other top AAPAR awards.
- c. Significant sponsor exposure before and during event; opportunities to distribute samples or materials.
- d. [Other AAPAR awards events at Convention](#)

3) Every Body Can: AAPAR's Physical Activity Video Contest

- a. This second annual event, culminating in a screening of the winning videos at the Recognizing Outstanding Awards Evening, is promoted year-long. AAPAR solicits, then selects, educational and inspirational videos that demonstrate inclusive teaching techniques. Adapted physical educators and general physical educators can use these videos to increase disability awareness and create effective inclusive programs.
- b. Prizes donated last year by 3 companies. Significant sponsor exposure before and after contest; videos are displayed on AAPAR's website.
- c. [More about this sponsorship opportunity here](#)

4) Adapted Physical Activity Council Annual Breakfast

- a. This cherished longstanding breakfast is attended by major leaders in adapted PE (about 100.) Co-sponsored by pioneer Claudine Sherrill.
- b. Significant sponsor exposure before and during event; opportunities to distribute samples or materials.

5) Making Money on the Sidelines: Package Your Passion

- a. About 100 participants

1900 Association Drive, Reston, VA 20191
Ph: 703.476.3430 Fax: 703.476.9527 aapar@aaahperd.org www.aapar.org



- b. This annual 2-hour workshop, based on the AAPAR book by this title, was very popular in 2009 and 2010 -- after an inaugural 2008 keynote on the topic. Participants learn skills they can use to earn revenue coaching, consulting, etc. Lively facilitators; active, hands-on learning.
 - c. Significant sponsor exposure during event; opportunities to distribute
- 6) Wake Up, Warm Up**
- a. Hundreds of participants over three-day period
 - b. AAPAR hosts three popular early-morning exercise sessions with such activities as Walking, Zumba World, and Energy & Yoga Bliss
 - c. Significant sponsor exposure before and during events; opportunities to distribute samples or materials.
- 7) SuperStars Competition**
- a. Several hundred students compete in a variety of races and games.
 - b. Sponsored by Gopher, a sports equipment sponsor; other sponsorships available if not competitive.
- 8) Early Childhood Movement Day**
- a. Almost 300 people attended the first session of this fabulously successful day-long event at Convention 2010; audience size ranged from 75-300 throughout the day.
 - b. The two 2010 sponsors have right of first refusal on day-long sponsorship; inquire about options.

*** Most Convention sponsorships include at least:**

- 1) Company name/hyperlink listed on the following web pages:
 - AAHPERD "Meet Our Sponsors"
 - Convention "Meet Our Sponsors"
 - AAPAR "Meet Our Sponsors"
- 2) Print/online recognition in pre-Convention e-mails and marketing materials
- 3) Print recognition on sponsor page in Convention book
- 4) Verbal recognition and opportunity to make remarks at the event
- 5) Signage at the event acknowledging the sponsor
- 6) 6 months online banner ad with a hyperlink to sponsor's website

Additional benefits can include:

- 1) Print Advertising: a 1/3 pg black and white ad in Convention book
- 2) Convention Banner: Sponsor name or name and logo
- 3) Table top sign for Sponsor's exhibit booth.
- 4) Half or full-page/full-color ad in Convention book

**Other AAPAR Convention Events:
Sponsorship Opportunities Available Upon Request**

1. U.S. Olympic Training Center Facility Tour
2. Adapted Physical Education Assessment Scale Workshop
3. Getting the EDGE: Teaching the Lifetime Sport of Disc Golf
4. Exergame Workshop: Oceans of Opportunities Active Games 4 Better Health

AAPAR Program: Non-Convention

AAPAR's Adapted PE Webinar Series

- 1) Four webinars targeted primarily at the general physical education teacher, but of interest to adapted PE specialists as well
- 2) Opportunity to promote support for adapted PE and adapted PE resources