



Sponsorship Prospectus

The International Play Association (IPA) Canada is extremely proud to partner with The City of Calgary to host the **20th IPA Triennial World Conference in Calgary from September 13-16 2017.**

The IPA has members in nearly 60 countries and has been working for more than 50 years to secure every child's right to play and to promote healthy, high quality play opportunities and environments. This international conference will bring together dedicated play researchers, practitioners and advocates from around the globe to celebrate play, understand its many benefits and provide all children with the chance to engage in rich, meaningful, free play...every day.

canada2017.ipaworld.org @ipacanada2016 facebook.com/ipacanada





Conference Themes



Play in situations of crisis, conflict or challenge – The impacts on the health and well-being of children living in situations of crisis has been a key concern of the IPA for many years. This theme aims to deepen our understanding of the impacts on children living in crisis, conflict or challenge and explore the role of play in mitigating impacts, scaffolding resilience and promoting healing.



Child and family health and well-being - Research suggests that a diverse range of child-centred play activities, including active and 'risky' play, supports optimal child health and development. This theme will explore the opportunities for play as well as the concerns for child safety and prevention of injuries.



Supporting children's right to play and participate – This theme underscores the central tenet of IPA; every child's fundamental right to play and to safe, appropriate play opportunities, regardless of means, ability, culture or location. This theme will also examine every child's right to participate in the decisions that affect their lives and communities.



Learning and development – Play is the primary means by which children learn about themselves and explore the world around them. This theme explores the means by which diverse play opportunities and richly-provisioned playful environments support and promote child learning and development.



Community and public spaces - In many communities, children and play are disappearing from our streets and neighbourhoods. This theme explores children's play in community settings and public spaces, including efforts to revitalize our streets and reinsert children's play at the heart of our communities.



Outdoors and in nature - Outdoor play, and play with and in nature, provides diverse and ever-changing experiences which support healthy child development and learning. This theme invites a broad range of topics around children's play and learning outdoors and in nature.



New technologies - This theme invites consideration of the complex and changing relationships between play, technology, media and popular culture – of the possibilities as well as the challenges of play in a technologized world.



Driving Social and policy change - Ensuring that play spaces and programs are challenging as well as safe, inclusive, and that play leadership is attuned to children's purposes in play are essential policy considerations. This theme will highlight the need to ensure that the right to play is securely embedded in policy and practice.





Conference Attendance

The 2014 IPA Triennial World Conference held in Istanbul, Turkey attracted IPA members and leaders in play from a range of institutions and organizations including the private, public, academic, and non-governmental sectors. The conference welcomed a cross-sector of play leaders with backgrounds in:

- Research and programming
- Architecture, planning and design
- Policy advocacy and development
- Parks and recreation
- Health and Wellness

The 2014 conference attracted 345 participants from 37 countries such as:

- Australia
- England
- Japan

- Russia
- South Africa
- United States

Over 660 authors from around the world have submitted 430 presentation proposals for the 2017 conference. Many from countries such as Canada, the United Kingdom, United States, Turkey, New Zealand, and Japan.

We are looking forward to welcoming people [...] from around the world to share what we know, learn more and to increase the quality of play everywhere in the world because that is how we build better communities – Mayor of the City of Calgary, Naheed Nenshi

[Click here](#) to hear more of Mayor Naheed Nenshi's message.





Sponsorship Benefits*

	Leader & Legacy \$100,000	Advocate \$50,000	Champion \$25,000	Practitioner \$15,000	Facilitator \$10,000	Supporter \$5,000	Patron \$1,000
2017 IPA Conference Websites							
Logo and hyperlink in <i>Partner & Sponsor</i> section	•	•	•	•	•	•	•
Full organization description	•	•	•	•			
Mentioned in pre-conference media release	•	•					
Delegate/Volunteer Communication Recognition							
Logo in e-communications to delegates & volunteers	•	•					
Logo on delegate conference bag	•	•	•				
Promotional opportunity in delegate conference bag (sponsor to supply; proportional to sponsorship)	•	•	•	•	•	•	
Conference Mobile App							
Logo included in <i>Sponsors and Partners</i> section	•	•	•	•	•	•	•
Access to delegate directory	•	•	•	•	•	•	•
Full organization description	•	•	•	•			
One (1) complimentary advertisement	•	•	•				
Social Network Recognition							
One (1) organizational profile on an IPA Conference social network (e.g. Facebook, Twitter)	•	•	•	•	•		
Complimentary Exhibit Space (10' x 10' booth)‡	•	•	•	•			
Complimentary Conference Pass							
Complimentary conference pass‡	4	3	2	1			
10% discount on conference passes					4	3	2
Reserved seating at sponsored event/program (if applicable)	•	•	•	•	•		
Opportunity to display signage at sponsored event/program (sponsor to supply)	•	•	•	•	•	•	
Complimentary Tickets to “Unleash the Celebration”	5	4	3	2	1		
Complimentary IPA Canada & World Membership	•	•	•	•	•		

* Benefits associated with specific programs and events will be mutually agreed upon by both parties.

‡ Eligible sponsors can forego this benefit for either one (1) additional conference pass or one (1) exhibit space; subject to availability.



Conference Network & Reach

The City and its conference partners, IPA Canada and IPA World, have active and engaged networks of play practitioners, educators, and cross-sector professionals across the globe.

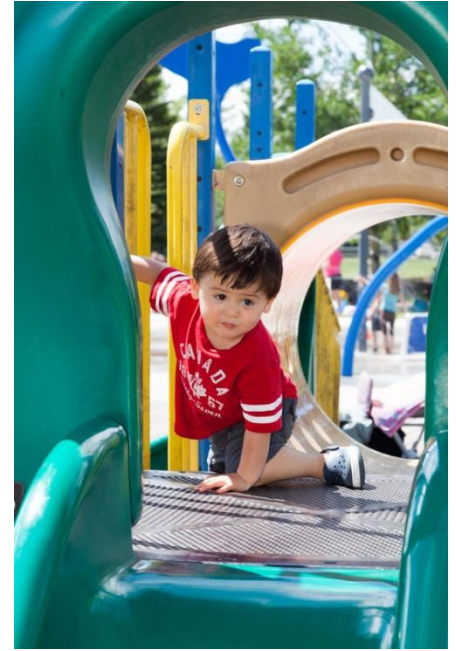
The conference host group is comprised of partners from a variety of institutions and organizations; each with their own extensive network and social reach. Host group members are represented by organizations such as, The University of Alberta, Government of Alberta, VIVO for Healthier Generations.

COMBINED PARTNER SOCIAL REACH

	Reach
Facebook	200,000
Twitter	280,000
Email*	800
TOTAL	480,800

*IPA World Membership





Sponsorship Overview

Conference attendees, including sponsors, will have the opportunity to listen, learn and network in order to exchange ideas and inspire action about play and play policies. The conference will act as a catalyst to mobilize the play movement in Canada in order to address and support the child's right to play and will serve as a platform from which to launch the Canadian play movement.

Your brand can leverage this opportunity with exposure to:

- A target audience at the largest global conference focusing on children and play;

- Engagement and network-building with influential play leaders and decision-makers;
- Opportunities to align values and achieve recognition in the growing play movement;
- Potential new leads generation.

CONTACT – For more information on sponsoring for the 2017 IPA Conference please contact Julie Guimond, Fund Development Chair at julie.guimond@calgary.ca

Please note, sponsorships are limited and available on a first-come, first served basis.

