



# ACTIVE LIVING CONFERENCE



April 6 – 9, 2021 | A Virtual Learning and Engagement Event

## Sponsorship and Exhibitor Opportunities

The Active Living Conference is the premier venue for policy-relevant research and cross-sector exchange among scientists, practitioners, advocates, and policy makers on how to study, create, and sustain active living environments. This four-day virtual learning and engagement event will bring together a diverse audience and provides networking and engagement opportunities for active living researchers and practitioners from many fields. Presentations and discussions focus on the importance of creating healthier communities for all people.

The 2021 Active Living Conference theme, ***Now More than Ever – Active Living for All***, implores us to embrace active living as a focal mechanism for overcoming the adversities in our lives. The past year has highlighted new and more complicated challenges related to public health policies, compounding health inequities, racial and political division, structural racism, and pandemic fatigue among others. Active living and active design can play important roles in treating and preventing these stressors, yet active living generally has been absent from public dialogue, and evidence-based active design principles have been ignored. The theme for this year's conference challenges us to discuss and ensure that the positive effects that an active lifestyle and active design can provide are for everyone.

### Conference Topics Include:

- Active transportation
- Aging in place
- Benefits and co-benefits of physical activity
- Building partnerships
- Complete Streets
- Economic benefits
- Health equity
- Nature and health
- Parks and recreation
- Policy and environmental strategies
- Public health
- Research translation
- Rural environments
- Safe Routes to Play
- School policies and environments
- Tools and measures of active environments
- Urban planning for healthy communities
- Youth and community engagement

### Custom Sponsorship Opportunities are also available. For details, please contact:

- Amanda Walker, [amandaw@gpred.org](mailto:amandaw@gpred.org) (Program Details)
- Becky Dunlap, [beckyd@greenplayllc.com](mailto:beckyd@greenplayllc.com) (Technical and Social Media)

	Champion \$5,000	Advocate \$3,000	Exhibitor \$1,500
<b>Plenary Session</b> Your organization recognized verbally and on-screen during Welcome Session.	✓	✓	✓
<b>Exhibition Hall</b> Your logo, link, and video (provided by you) listed in the virtual expo hall - great for capturing interested leads!	✓	✓	✓
<b>Speak Directly to Attendees</b> Introduce your organization during a plenary session following the Keynote presentation.	✓	✓	✓
<b>Meet with Participants</b> Host your own livestream or meetup using our Whova App and talk directly to event attendees.	✓	✓	
<b>Website &amp; App Showcase</b> Your logo/link as a banner ad on the homepage of our app, agenda, and conference webpage.	✓	✓	
<b>Complimentary Registration</b> Become a part of the conference with complimentary registration, valued at \$249 each.	3 complimentary registrations	2 complimentary registrations	1 complimentary registrations
<b>Social Media</b> Your logo, link, and video (provided by you) recognized in GP RED and Active Living Social Media.	1 time	2 times	1 time
<b>Want it all? As an Active Living Champion, you will be highlighted as a Day Sponsor.</b>  Space is limited to three spots only! <ul style="list-style-type: none"> <li>You will be presented as our primary sponsor for the day (Limited Spots (3 available))</li> <li>Your organization will be featured in our daily briefing to all attendees during the event</li> <li>Your logo/name will be recognized at the beginning of each session and on-screen</li> <li>A link to your website will be directly placed on the Whova App</li> </ul>	✓		