



# California Police Chiefs Association

## 2024 Partner Benefit Tier

The **California Police Chiefs Association (CPCA)** offers an annual partnership program enabling sponsors to network with members representing 334 California Police Departments for the entire year (700+ total members). Partner benefits include branding and messaging opportunities, participation at events, and special promotions in weekly and seasonal member communications. The partner program keeps you front and center with members and provides the best path to connect to California law enforcement.

Partner Benefits	\$40,000 Strategic	\$20,000 Preferred	\$10,000 Elite	\$5,000 Corporate	\$2500 Supporting
<b>CPCA Partner designation/logo provided</b>					
<b>Partner Branding</b> Company Information Shared with all members <b>Logo on website Directory listing</b> - logo, contact, profile	Yes 1 <sup>st</sup> Tier Listing	Yes 2 <sup>nd</sup> Tier Listing	Yes 3 <sup>rd</sup> Tier Listing	Yes 4 <sup>th</sup> Tier Listing	Yes 5 <sup>th</sup> Tier Listing
<b>CPCA Member List</b> <b>Member Contacts</b> (Name/title/agency/address) - Shared 2x per year (February and July)	Yes	Yes	*	*	*
<b>Partner Messaging &amp; Promotion</b> <b>Spotlight Digital Magazine</b> – Opportunity to present a color advertisement and/or article (with a maximum of 750 words) featuring company updates, information on new products or services, and more. Distributed 2x per year (Spring and Fall)	Articles - 2 Ads - 2 (full page) Company Listing in Partner Directory	Article - 1 Ads - 2 (half page) Company Listing in Partner Directory	Ads - 2 (quarter page) Company Listing in Partner Directory	Company Listing in Partner Directory	Company Listing in Partner Directory
<b>Partner Messaging &amp; Promotion</b> <b>CPCA Member eNews</b> - weekly Opportunity to submit a <u>news item</u> (company updates, new products/ services and event invites) to be included in the Member Weekly eNews email (up to 50 words)	8 per year	6 per year	4 per year	2 per year	1 per year
<b>Member Needs Survey</b> – CPCA shares results	Yes	Yes	Yes	*	*
<b>Presentation at CPCA Board Meeting</b> Opportunity for up to a 15-minute presentation at one Board of Directors meeting with invitation to attend dinner after for 2 Guests	Yes	*	*	*	*
<b>Annual Fulfillment Report</b> End of Year report provided on Partner Engagement	Yes	*	*	*	*
<b>ATS Invitation to attend Board of Directors Dinner</b> Opportunity to attend dinner for 2 Guests	Yes	*	*	*	*
<b>ATS Executive Remarks</b> Introduction and opportunity to make short remarks at Opening Ceremonies (up to 3 minutes).	Yes	*	*	*	*

Partner Benefits	\$40,000 Strategic	\$20,000 Preferred	\$10,000 Elite	\$5,000 Corporate	\$2500 Supporting
<b>ATS (Annual Training Symposium) Badge</b> All Access Pass to event function	6 Badges	4 Badges	2 Badges	1 Badge	50% Discount on 1 Badge
<b>ATS Tradeshow Booth</b> Opportunity for early preview and booth selection for best location (subject to availability)	Early Preview 20 x 20 Booth	Early Preview 20 x 10 Booth	Early Preview 10 x 10 Booth	No Early Preview 50% Discount on one 10x10 Booth	No Early Preview 25% Discount on one 10x10 Booth
<b>ATS Partner Promotion</b> Printed signage (provided by CPCA) and Shared Partner Designation and Logo recognition on screen throughout conference	* Exclusive Individual printed Partner Sign* Logo on Shared Partner Sign and screens at event	* Exclusive Individual printed Partner Sign* Logo on Shared Partner Sign and screens at event	Logo on Shared Partner Sign and screens at event	Logo on Shared Partner Sign and screens at event	Logo on Shared Partner Sign and screens at event
<b>ATS Partner Promotion</b> Featured Company Logo and Link on rotating banner on event app home screen and one push notification	Rotating Banner and 1 push Notification	1 push notification only	*	*	*
<b>ATS Partner Promotion</b> Personalized sponsor page on event app	Yes (includes video upload option)	Yes (includes video upload option)	Yes	Yes	Yes
<b>ATS Pre and Post attendee opt-in Contact List</b>	Yes	Yes	Yes	Post Attendee Only	*
<b>WLLE Executive Remarks</b> Opportunity to make short remarks or submit a short video (up to 5 minutes)	Yes At WLLE Major Session	Yes At WLLE Workshop	*	*	*
<b>WLLE Sponsor Badges</b> Badge- All Access Pass	4 Badges	2 Badges	1 Badge	1 Badge	*
<b>WLLE Table Top Display</b> Typically 8'x5' space with 5'-6' table and 2 chairs	Yes	Add on 50% Discount	Ad On 25% Discount	*	*
<b>WLLE Partner Promotion</b> Printed signage (provided by CPCA) and Shared Partner Designation and Logo recognition on screen throughout conference	* Exclusive Individual printed Partner Sign* Logo on Shared Partner Sign and screens at event	* Exclusive Individual printed Partner Sign* Logo on Shared Partner Sign and screens at event	Logo on Shared Partner Sign and screens at event	Logo on Shared Partner Sign and screens at event	Logo on Shared Partner Sign and screens at event
<b>WLLE Partner Promotion</b> Featured Company Logo and Link on rotating banner on event app home screen and one push notification	Rotating Banner and 1 push Notification	1 push notification only	*	*	*
<b>WLLE Partner Promotion</b> Personalized sponsor page on event app	Yes (includes video upload option)	Yes (includes video upload option)	Yes	Yes	Yes
<b>WLLE Pre and Post attendee opt-in Contact List</b>	Yes	Yes	Yes	Post Attendee Only	*
<b>Technology Summit Table Top Display</b> Includes 2 badges, typically 8'x5' space with 5'-6' table and 2 chairs	Yes	Add on 50% Discount	*	*	*
<b>Technology Summit Pre and Post attendee opt-in Contact List</b>	Yes	Yes (with table add on)	*	*	*
<b>Event Sponsorship Opportunity Discount</b> Option to increase company visibility with any available sponsor opportunity at all CPCA conference, events, and training summits (Does not include board dinners)	Add-on 35% discount	Add-on 20% discount	Add-on 10% discount	*	*