






California Police Chiefs Association 2025 Partner Benefits 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
CPCA Partner designation/logo provided			
Partner Branding Company Information Shared with all members Logo on website Directory listing - logo, contact, profile	Yes 1 st Tier Listing	Yes 2 nd Tier Listing	Yes 3 rd Tier Listing
CPCA Member List Member Contacts (Name/title/agency/address) – Shared 2x per year (January and July)	Yes	Yes	*
Partner Messaging & Promotion Spotlight Digital Magazine – Distributed 1x per year in May California Police Chief printed magazine – Distributed 1x per year in December Opportunity to present a color advertisement and/or article (maximum of 750 words) highlighting company updates, industry trends, new products or services, and more.	<ul style="list-style-type: none"> • Articles: One article per magazine issue • Advertisements: One <u>full page</u> ad in each edition • Company Listing: Included in the Partner Directory 	<ul style="list-style-type: none"> • Articles: One article per magazine issue • Advertisements: One <u>half page</u> ad in each edition • Company Listing: Included in the Partner Directory 	<ul style="list-style-type: none"> • Advertisements: One <u>quarter page</u> ad in each edition • Company Listing: Included in the Partner Directory
Partner Messaging & Promotion CPCA Member eNews Weekly Promotion Opportunity to submit a news item (company updates, new products/services, or event invitations) for inclusion in the Weekly Member eNews email (up to 50 words with hyperlinks)	8 per year	6 per year	4 per year
Member Needs Survey – CPCA shares results	Yes	Yes	Yes

Partner Benefits	\$40,000 Strategic	\$20,000 Preferred	\$10,000 Elite
Presentation at CPCA Board Meeting Opportunity for up to a 15-minute presentation at one Board of Directors meeting with invitation to attend dinner after for 2 Guests	Yes	*	*
Annual Fulfillment Report End of Year report provided on Partner Engagement	Yes	*	*
ATS Invitation to attend Board of Directors Dinner Opportunity to attend dinner for 2 Guests	Yes	*	*
ATS Speaking Opportunity Opportunity to make short remarks or submit a video (up to 5 minutes)	Yes At ATS Education Session	*	*
ATS Badges Included All Access Badge to event	6 Badges	4 Badges	2 Badges
ATS Partner Exclusive Invitation to join the attendee only “Gather Night Out in Riverside” Event	Yes Included with All-Access Badge	Yes Included with All-Access Badge	Yes Included with All-Access Badge
ATS Tradeshow Booth Opportunity for early preview and booth selection for best location (subject to availability) * Interior/Inline booth does not include Corner/End Booth Option	Early Preview Up to 2 10x8 Booths (Interior or Corner Booth)	Early Preview 10x8 Booth (Interior or Corner Booth) *If you prefer to attend WLE instead of ATS - You can apply a \$2,000 credit to cover the full cost of an Exhibitor Table Display Sponsorship at WLE, in addition to your 50% discount benefit.	Early Preview 10x8 Booth Interior Booth Only *Upgrade to Corner Booth for \$500 *If you prefer to attend WLE instead of ATS - You can apply a \$2,000 credit towards your Exhibitor Table Display Sponsorship at WLE in addition to your 25% discount benefit.
ATS Partner Promotion Printed signage (provided by CPCA) along with shared partner designation and logo display on screens throughout the event	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
ATS Partner Promotion Option to present/demo product or service during a 25-minute session on the solutions stage or demo deck located within the trade show hall.	Yes	*	*
ATS Partner Promotion Featured Company Logo and Link on rotating banner on event app home screen	Rotating Banner	*	*

Partner Benefits	\$40,000 Strategic	\$20,000 Preferred	\$10,000 Elite
ATS Partner Recognition Recognition as a partner in the event app and priority placement in the exhibitor list	Yes 1 st Tier Listing	Yes 2 nd Tier Listing	Yes 3 rd Tier Listing
ATS Pre and Post attendee opt-in Contact List	Yes	Yes	Yes
WLE Speaking Opportunity Opportunity to make short remarks or submit a video (up to 5 minutes)	Yes At WLE Education Session	Yes At WLE Education Session	*
WLE Sponsor Badges All Access Badge to event	4 Badges	2 Badges	1 Badge
WLE Exhibitor Table Display Includes 2 badges, 5'-6' table and 2 chairs	Yes	Add on 50% Discount	Add on 25% Discount
WLE Partner Promotion Printed signage (provided by CPCA) along with shared partner designation and logo display on screens throughout the 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
WLE Partner Promotion Featured Company Logo and Link on rotating banner on event app home screen	Rotating Banner	*	*
WLE Partner Promotion Recognition as a partner in the event app and priority placement in the exhibitor/sponsor list	Yes 1 st Tier Listing	Yes 2 nd Tier Listing	Yes 3 rd Tier Listing
WLE Pre and Post attendee opt-in Contact List	Yes	Yes	Yes
Summit Exhibitor Table Display Choice of Technology or Wellness Summit -Includes 2 badges, 5'-6' table and 2 chairs	50% Discount	Add on 25% Discount	*
Summit Pre and Post attendee opt-in Contact List	Yes (with table add on)	Yes (with table add on)	*
Event Sponsorship Opportunity Discount Option to enhance company visibility with any available sponsor opportunity at any CPCA Event, Summit or Course (Does not include board meetings/dinners, exhibitor opportunities, or ATS Gather Night out)	Add-on 35% discount	Add-on 20% discount	Add-on 10% discount