



California Police Chiefs Association (CPCA) 2026 Partnership Program

At the California Police Chiefs Association (CPCA), we don't just offer sponsorships, we create strategic partnerships that matter. When you align with CPCA, you're not simply placing your brand in front of an audience but engaging with the leaders who shape public safety across California.

We take a tailored, white-glove approach to ensure each partner receives a curated experience designed to meet your goals, showcase your strengths, and build meaningful, long-term relationships with our 330+ member agencies.

Why CPCA Should Be Your First Choice for Law Enforcement Partnership

- **Connect with the Right Audience:** Gain access to California's police chiefs and their executive teams. THE decision-makers influencing policy, procurement, and innovation.
- **Custom-Tailored, Never One-Size-Fits-All:** Your goals and your partnership are unique. With flexible add-on features across our events, courses, and summits, you choose how and where to make your impact.
- **Concierge-Level Support:** We pride ourselves on a high-touch, white-glove experience. From onboarding to activation, our team works with you step-by-step to ensure your investment delivers real results.
- **Visibility That Lasts:** Your brand is integrated into our communications, publications, and events—not just for a day, but all year long.
- **Mutual Success is the Goal:** We're invested in your success. Our partnership model is built on creating mutually beneficial outcomes that support your mission and CPCA's commitment to strong, effective leadership in law enforcement.

Let's Build Something That Lasts

We want to be your first choice, not just this year but for the years ahead. When you partner with CPCA, you're not buying visibility. You're investing in real relationships, measurable value, and a shared commitment to public safety and professional excellence.

Partner with CPCA. Customize your journey. Elevate your impact.



California Police Chiefs Association (CPCA) 2026 Partnership Program

LEVEL 1: PREMIER PARTNER | \$25,000

This is for organizations seeking maximum exposure and exclusive access to CPCA leadership.

Core Benefits Included:

- Premium Trade Show Booth at CPCA's Annual Training Symposium (ATS) – Premier booth location and two (2) exhibitor badges
- 60-second commercial at the Annual Training Symposium (ATS) and Rise: Women in Policing Conference (previously WLLE) before an Education Session
- One CPCA-hosted Webinar per year – Company to provide subject matter expert and CPCA to coordinate and promote
- Sponsorship of one of our 4 Star Conversations Podcast episodes
- Company Listing on CPCA Website – Logo, contact details, and company profile
- Enhanced Branding & Visibility – Priority placement in CPCA website, publications, event signage, and a dedicated banner on website homepage once per year
- Featured Articles in CPCA Member Weekly eBulletin – two per year to share updates, new products, industry insights, and showcase thought leadership with a featured article
- Expanded CPCA Member Contact List Access – Receive two CPCA membership contact lists per year
- Priority notification of speaking opportunities at CPCA-hosted events and summits, with the option for a one-on-one strategy meeting with CPCA staff to support a strong submission for consideration (presentation selection is not guaranteed)
- Discount on Event Sponsorships – 10% discount on sponsorship opportunities at CPCA events and priority selection of event sponsorships

Premier Partner Add-On Options:

- ½ off Rise (previously WLLE) Table Display with premium table location
- 5-minute speaking opportunity before an Education Session at ATS or Rise – \$1,000
- Conference Attendee Lists (Post-Event Only) – \$1,000



LEVEL 2: ADVANTAGE PARTNER | \$10,000

This is for organizations seeking a strong presence with foundational branding and engagement.

Core Benefits Included:

- Standard Trade Show Booth at CPCA's Annual Training Symposium (ATS) – Premier booth location and two (2) exhibitor badges
- Company Listing on CPCA Website – Logo, contact details, and company profile
- Branding & Visibility – Placement in CPCA website, publications, event signage, and a dedicated banner on website homepage once per year
- Featured Articles in CPCA Member Weekly eBulletin – one per year to share updates, new products, industry insights, and showcase thought leadership with a featured article
- Limited CPCA Member Contact List – Receive one CPCA membership contact list per year
- Discounted Event Sponsorship Opportunities – Receive a 5% discount on sponsorship opportunities at CPCA events and priority selection of event sponsorships

Advantage Partner Add-On Options:

- Conference Attendee Lists (Post-Event Only) – \$1,000
- Video Commercial Presentation at chosen CPCA Event before an Education Session (60 Seconds) – \$1,500



Partner Benefits	Premier Partner - \$25,000	Advantage Partner - \$10,000
ATS Trade Show Booth & 2 Exhibitor Badges	Premium Booth	Standard Booth
Company Listing on CPCA Website	Yes	Yes
Branding & Visibility	Yes	Yes
Articles in CPCA Member Weekly eBulletin	Yes (2x year)	Yes (1x year)
Video Commercial at ATS & Rise before an Education Session (60 seconds)	Yes	—
CPCA Member Contact List	Yes (2x year)	Yes (1x year)
One CPCA-hosted Webinar per year	Yes	—
Sponsorship of one of our 4 Stars Podcast episodes	Yes	—
Notification of speaking opportunities & one-on-one strategy meeting with CPCA Staff	Yes	—
Discount on Event Sponsorships	10%	5%
½ off Rise Table Display	Yes	—
Option to upgrade to 5-minute speaking opportunity before an Education Session at ATS or Rise	Yes	—



California Police Chiefs Association (CPCA) - Custom Add-On Menu for 2026 Partnership Program

Enhance your CPCA partnership with strategic add-ons tailored to increase your visibility and engagement throughout our high-impact events.

Rise: Women in Policing Conference (formerly WLLE) | September 8–11, 2026 | San Diego, CA

- Sunrise Wellness Sponsor (Yoga/Pilates)
\$2,500 – Branded wellness item for attendees and branded signage
- Table Display Sponsor
\$5,000 – Tabletop location for direct attendee engagement, two (2) all-access badges
- Check-In Sponsor
\$10,000 – Two (2) all-access badges, company logo on attendee lanyards and check-in signage
- General Session Sponsor
\$10,000 – Opportunity to submit a commercial or give a 5-minute speech, option to provide branded giveaways to attendees, two (2) all-access badges

Technology Conference | November 4–6, 2026 | Long Beach, CA

- Exhibitor Table Display
\$3,000 – Tabletop location for direct attendee engagement, participate in roundtable discussions, two (2) all-access badges
- Wi-Fi Sponsor
\$3,000 – Recognition on Wi-Fi signage throughout the event, logo placement on digital and printed materials where Wi-Fi details are shared
- Check-in Sponsor
\$5,000 – Company logo on attendee lanyards and check-in signage
- Welcome Reception Sponsor
\$10,000 – Two (2) all-access badges, 50 drink tickets to distribute to attendees, signature cocktail, branded cocktail napkins, opportunity for 2-minute commercial to be played in General Education space



- Lunch Sponsor
\$10,000 – Opportunity to submit a commercial or give a 5-minute speech, option to provide branded giveaways at lunch tables, two (2) all-access badges
- Official Conference Sponsor
\$15,000 – Table Display, opportunity to submit a commercial or give a 5-minute speech during opening remarks, option to provide branded giveaways, two (2) all-access badges

Executive Leadership Institute (ELI) | May 30 – June 13, 2026 | Claremont, CA

ELI Welcome Backpack Sponsor | Distributed Day 1 – Sunday, May 31, 2026

Investment: \$3,500

Overview

This unique opportunity positions your brand front and center as attendees receive their ELI Welcome Backpacks, an essential companion throughout the 14-day experience. Branded for both style and function, this is the most visible and practical sponsorship of the program.

Sponsor Benefits

- Sponsor logo prominently displayed on all backpacks
- Recognition in printed schedule and orientation materials
- Opportunity to include branded items inside each backpack (notepad, pen, resource guide, etc.)
- Logo placement on welcome day signage and slides
- Inclusion in post-event recognition

Graduation Ceremony Sponsor | Saturday, June 13, 2026

Investment: \$7,500

Overview

Graduation marks the culmination of the ELI experience. This capstone moment honors the transformation, commitment, and relationships developed throughout the program. As the exclusive Graduation Sponsor, your organization plays a central role in celebrating these achievements.



Sponsor Benefits

- 5-minute speaking opportunity during graduation
- Exclusive branding on all graduation event materials (program, slideshow, signage)
- Recognition on CPCA website and in post-program materials
- Opportunity to provide a parting gift to each attendee
- Two complimentary seats at the graduation ceremony
- Access to full ELI attendee list (for post-event follow-up)

Additional Opportunities

- Board Dinner Sponsor | September 2026 Newport Beach, CA
\$7,500 – Host CPCA Board members in an exclusive setting, opportunity to attend CPCA Board Meeting with Board Members
 - Opportunity to submit a commercial or give a 5-minute speech
 - Logo featured on dinner menu
 - Option to provide a branded gift at each table
 - Two seats at dinner for your representatives
- CPCA Course Official Sponsor | Dates for course can be found [here](#)
\$7,500 – Be the Official Sponsor of one of CPCA's Courses.
 - Opportunity to submit a commercial or join us for a 5-minute speech at the beginning of lunch
 - Option to provide branded company information (flyers, brochures, etc.) for attendees

Note: Availability is limited. Contact CPCA to reserve your selections and personalize your experience.

Dates, locations, and prices of events and products are subject to change.