



CALIFORNIA POLICE CHIEFS ASSOCIATION

Serving as the voice of and resource of choice for California's municipal Police Chiefs.

CPCA 2021 Annual

Partner Sponsorship Program

Partnering with Those Who Keep California Communities Safe

Chiefs and Command Staff

330 California Police Agencies
700 CPCA Members

California's Law Enforcement Leaders

The California Police Chiefs Association (CPCA) represents municipal police chiefs throughout California. Since 1966, CPCA has been a leader in advocacy, education and collaboration for law enforcement. CPCA members look to the association as a resource for training, advancement and new technologies.

Trusted Partners in a Qualified Market

With a robust economy and history of being early adopters of new technology, CPCA members represent a growing market. They oversee decisions for a wide variety of purchases – from mobile communications systems to tactical gear and clothing, vehicles to body armor, radio and recording systems to training aids. Members turn to CPCA's partners first when looking to make investments in the effectiveness of their departments and the safety of their commands and their communities.

Half-Billion Dollar Market - A Powerful Demographic

CPCA members have collective annual buying power of over half a billion dollars and growing. Over 90% of CPCA members make the buying decisions for a wide variety of products and services. They are interested in technological advancements, smart solutions and best practices. 91% of CPCA members reported that their agencies' budgets would remain stable or increase in the coming years according to a 2018 member survey. CPCA members are the primary decision makers for purchases by their agencies.

Rewards of Partnership

The CPCA offers a variety of ways to reach this valuable demographic – from one-on-one meetings with key members to branding opportunities at a variety of events, all designed to provide you with meaningful ways to raise awareness and connect with CPCA members. Companies that invest in sponsorships throughout the year at designated amounts will be recognized as Strategic Partners, Preferred Partners, Elite Partners or Premier Circle Partners. These sponsorship levels have been designed to give unprecedented access and recognition to the association's strongest partners.



CPCA Strategic Partner

The **Strategic Partner** is CPCA's most exclusive and rich corporate partnership. Featuring an unparalleled level of access, Strategic Partners and members form a true alliance. Strategic Partners receive maximum levels of branding and unique networking opportunities throughout the year.



CPCA Preferred Partner

The **Preferred Partner** level of support offers valuable exposure and enhanced access to the membership that will appreciate your increased investment in the association.



CPCA Elite Partner

The **Elite Partner** level is the first tier of the prestigious CPCA sponsor family and provides consistent and valuable exposure to the membership that will appreciate your increased investment in the association.



CPCA Premier Circle Member

CPCA's **Circle Program** offers companies a cost-effective way to partner with law enforcement leaders and enjoy the benefits of year-round branding to showcase products and services and support of the association and profession.



Partner Sponsorship Levels & Benefits

The **California Police Chiefs Association (CPCA)** offers numerous ways to promote our Partner sponsors – from branding opportunities at exclusive events to meetings with key individuals. By sponsoring throughout the year at designated amounts, partners will be given unprecedented access and recognition. Contact - **Mark Lorimer**, partners@californiapolicechiefs.org.

Partner Benefits	\$40,000+ Strategic	\$20,000 Preferred	\$10,000 Elite	\$5,000 Premier Circle
Use of CPCA Partner designation / logo	Yes Strategic Partner	Yes Preferred Partner	Yes Elite Partner	
Use of CPCA Circle Partner designation / logo	Yes	Yes	Yes	Yes
Promotion on CPCA website - logo + link to website (<i>Partner Resource Center section</i>)	Yes <i>1st Tier Listing</i>	Yes <i>2nd Tier Listing</i>	Yes <i>3rd Tier Listing</i>	Yes <i>4th Tier Listing</i>
Promotion in CPCA Partner Directory - logo + website link + contact information (CPCA website and in new member packet)	Yes <i>1st Tier Listing</i>	Yes <i>2nd Tier Listing</i>	Yes <i>3rd Tier Listing</i>	Yes <i>4th Tier Listing</i>
CPCA member list - physical address included (January and July)	Yes	Yes	Yes	Yes
Logo in Partner Spotlight - sent to all members monthly	Yes <i>1st Tier Listing</i>	Yes <i>2nd Tier Listing</i>	Yes <i>3rd Tier Listing</i>	Yes <i>4th Tier Listing</i>
Logo and website link in <i>California Police Chief Magazine</i>	Yes <i>1st Tier Listing</i>	Yes <i>2nd Tier Listing</i>	Yes <i>3rd Tier Listing</i>	Yes <i>4th Tier Listing</i>
Ad in <i>California Police Chief Magazine</i>	Yes Full Page 2 editions	Yes Half Page 2 editions	Yes Half Page 1 edition	Yes Quarter Page 1 edition
Promotion in President's Message to Members - partner prepared informative digital message	Yes <i>4 per year</i>	Yes <i>2 per year</i>	Yes <i>1 per year</i>	
Enhanced promotion in Partner Spotlight - sent to all members monthly (logo + current event message/link)	Yes <i>4 per year</i>	Yes <i>2 per year</i>	Yes <i>1 per year</i>	
Article in <i>California Police Chief Magazine</i>	Yes 2 editions	Yes 1 edition		
Enhanced promotion in website Resource Center - add partner advertisement + link to collateral	Yes	Yes		
Video message to members - pre-recorded video message included in shared promotion (twice per year)	Yes <i>2 per year</i>	Yes <i>1 per year</i>		
Presentation at CPCA board meeting - one in-person remarks at live event or pre-recorded video at virtual event	Yes <i>7 minutes</i>	Yes <i>5 minutes</i>		
CPCA exclusive introduction to members - limited to pre-determined member list	Yes			

Partner Benefits	\$40,000+ Strategic	\$20,000 Preferred	\$10,000 Elite	\$5,000 Premier Circle
ATS (Annual Training Symposium) Partner Access - badges for partner representatives	5 Badges	3 Badges	1 Badge	
ATS Partner Site - exhibit booth at live event or virtual portal at virtual event	Yes <i>Premier</i>	Yes <i>Premier</i>	Yes	
ATS Partner Promotion - printed signage/promotion at live event or virtual signage/promotion at virtual event	Yes Exclusive Promotion	Yes Shared Promotion	Yes Shared Promotion	
ATS Executive Remarks - on-stage at live event or pre-recorded video at virtual event	Yes <i>5 minutes</i>	Yes <i>3 minutes</i>		
ATS VIP Seating - partner designated VIP seating/table at live event general sessions	Yes <i>1 Table</i>	Yes <i>1/2 Table</i>		
ATS Partner Session - prepared in-person at live event or pre-recorded video at virtual event	Yes			
ATS Special Recognition - designation of top tier sponsor at live or virtual event (including special signage)	Yes			
WLLE (Women Leaders in Law Enforcement Symposium) Partner Access - badges for partner representatives	4 Badges	2 Badges		
WLLE Partner Site - exhibit booth at live event or virtual portal at virtual event	Yes <i>Premier</i>	Yes <i>Premier</i>		
WLLE Partner Promotion - printed signage/promotion at live event or virtual signage/promotion at virtual event	Yes Exclusive Promotion	Yes Shared Promotion		
WLLE Executive Remarks - on-stage at live event or pre-recorded video at virtual event	Yes <i>5 minutes</i>	Yes <i>3 minutes</i>		
WLLE VIP Seating - partner designated VIP seating/table at live event general sessions	Yes <i>1 Table</i>	Yes <i>1/2 Table</i>		
WLLE Partner Session - prepared in-person at live event or pre-recorded video at virtual event	Yes			
WLLE Special Recognition - designation of top tier sponsor at live or virtual event (including special signage)	Yes			



Strategic Partner



Preferred Partner



Elite Partner



Premier Circle Member