

SPONSORSHIP OPPORTUNITY

To discuss sponsorship opportunities please contact Will Davis at the Scottsdale Police Department at 480-312-1970, or at willdavis@scottsdaleaz.gov



Program:

July 2012 Summer CALEA Conference

Estimated audience size:

Over 500 representatives with previous years' attendance in excess of 750.

Participant profile:

Law Enforcement professionals and Chief Executives from public safety agencies throughout the United States, Canada, Mexico, and Barbados are expected to be present at the Summer CALEA Conference. Participants will be from state agencies, municipal police departments, sheriff's offices, communications centers and law enforcement training academies.

Date of event:

July 17 – 21, 2012

Location:

Talking Stick Resort, Scottsdale, AZ

What is CALEA?

CALEA is the Commission on Accreditation for Law Enforcement Agencies. They are the international accrediting body for law enforcement agencies, communications centers and training academies.

Why Sponsor?

- Expose your product and/or services directly to executive personnel and key decision makers
- Create an opportunity to network with current and future clients
- Raise your company profile in the law enforcement community
- Showcase your Arizona based business
- Sponsorships go to CiPAAS, a non-profit 501c3 organization and are tax deductible

Sponsorship participation includes:

- Selection from multiple levels of participation to suit your unique needs and budget from signature level sponsorship to patron level support.
- Opportunities to provide your company logo, literature and marketing items to participants through attendee gift bags, exhibitor booths or at event tables.
- Meeting and engaging attendees through raffles, exhibitor booths, and receptions.
- Advertisement of your company and logo on conference marketing materials and correspondence, on the CALEA and host agency web sites, on conference banners and signage and in the conference brochure/program provided to all attendees.



CALEA Conference
Co-Hosted
By





Talking Stick Resort,
Scottsdale, AZ

Scottsdale CALEA Conference SPONSORSHIP LEVELS July 17 – 21, 2012



VALUE RECEIVED	Sponsor Level					Patron Level			
	Signature	Platinum	Gold	Silver	Bronze	Corporate	Premium	Principle	Supporter
Signature Sponsorship credit for all events (Limit one sponsor)	✓								
Prominent Company logo on all Banners / Displays	✓	✓							
Company Logo on Welcome Banner	✓	✓	✓	✓					
Prominent recognition on event correspondence	✓	✓	✓	✓					
Prominent recognition on event signage	✓	✓	✓						
Recognition on event signage				✓	✓				
Prominent recognition on Host event Website	✓	✓	✓	✓					
Recognition on Host event Website					✓	✓	✓	✓	✓
Centerfold double page ad in Host Brochure/Program	✓								
Full page advertisement in Host Brochure/Program		✓							
Half page advertisement in Host Brochure/Program			✓						
Quarter page advertisement in Host Brochure/Program				✓	✓				
Recognition in Host Brochure/Program						✓	✓	✓	
Display booth at Conference Vendor Hall	✓	✓	✓	✓					
Host night reception - # of Attendees	20	10	8	6	4	2			
VIP Reception - # of Attendees *(if held)	10	5	4	3	2	1			
Your Bag stuffer promo items given to all attendees	✓	✓	✓	✓	✓	✓	✓		
Your cards/brochures made available to all attendees on table								✓	✓
Access to full conference Attendee List	✓	✓	✓	✓	✓	✓			
Featured co-host of Tuesday Reception -- banner/website	✓		✓						
Featured co-host of Friday event -- banner and website	✓	✓							
	\$25k	\$20k	\$15k	\$10	\$5k	\$3k	\$1k	\$500 or Raffle Items	\$250 or Raffle Items



Accommodations at the
Talking Stick Resort (King Room)



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By



OrangeSky Restaurant
patio on the 15th Floor
at Talking Stick Resort

