



MINNESOTA CHIEFS OF POLICE ASSOCIATION

DEDICATED TO THE IDEALS OF PROFESSIONAL POLICING



## MCPA 2020 Critical Issues in Public Safety Virtual Training Series

Sponsorship Opportunities and Benefits	Investment
<p><b>CHIEF PRESENTING SERIES SPONSOR</b></p> <p><b>Recognition:</b></p> <p>As Chief Presenting Series Sponsor on registration pages and in all pre-event promotions, and over the course of the six-week virtual training series. Announcement as sponsor in MCPA C-Notes. Special call out by MCPA Executive Director. Logo with link to website.</p> <p><b>Virtual Training Series Speaking Opportunity:</b></p> <p>Includes 10-minute Live Presentation / Demo or participate in panel discussion moderated by MCPA Executive Director with Q&amp;A, Live Chat, and Survey Questions. Provides an opportunity to engage, educate and promote your product &amp; services and showcase your organization's thought leadership to the Chiefs and key decision makers.</p> <p>Captured for on-demand viewing during training series and for 60 days after the event.</p> <p><b>Business Development:</b></p> <p>MCPA Executive Director will make 3 personal introductions with MN Police Chiefs.</p> <p>Opportunity to get input on your existing product or service and/or learn what products police chiefs need. We will facilitate an online meeting with key law enforcement leaders to gather this important information.</p> <p>Access to MCPA Member Annual Purchasing Survey</p> <p>Two eBlasts distributed to MCPA membership.</p> <p><b>Yearlong Opportunities</b></p> <p>MCPA Board Meeting: Opportunity for company representative to attend and speak at a MCPA board meeting</p> <p>Recorded Podcast hosted by MCPA and distributed to members</p> <p><b>Advertising:</b></p> <p>Includes two, full page color ads in MN Police Chief magazine, the official publication of the MCPA.</p> <p>One-year listing on the MCPA website as a Preferred LE vendor. Includes logo &amp; hyperlink.</p> <p><b>Exhibitor Virtual Marketplace</b></p> <p>Complimentary exhibitor booth in the Virtual Training Marketplace expo. Up for the entire six-week series, and 60 days after. Call-to-action to visit sponsor.</p> <p><b>Additional Benefits:</b></p> <p>Sponsor materials shared with audience after the Virtual Training Series in a thank you email.</p> <p>Social media supporting you and your message/best practices.</p> <p>First opportunity to be Chief Presenting Sponsor of 2021 ETI</p>	<p>\$10,000</p>

<p><b>SERGEANT SPONSOR</b></p> <p><b>Recognition:</b> As Sergeant Sponsor at event and in pre-event promotions. Logo with link to website.</p> <p><b>Virtual Training Series Speaking Opportunity:</b> Includes 10-minute Live Presentation or Demo moderated by MCPA Executive Director with Q&amp;A, Live Chat, and Survey Questions. Captured for on-demand viewing during virtual training series and for 60 days after the event.</p> <p><b>Business Development:</b> MCPA Executive Director will make 1 personal introduction with a MN Police Chief. One eBlast distributed to MCPA membership.</p> <p><b>Advertising:</b> Includes two, half page color ads in MN Police Chief magazine, the official publication of the MCPA. One-year listing on the MCPA website as a Preferred LE vendor. Includes logo &amp; hyperlink</p> <p><b>Exhibitor Virtual Marketplace</b> Complimentary exhibitor booth in the Virtual Training Marketplace expo. Up for the entire six-week series, and 60 days after. Call-to-action to visit sponsor.</p> <p><b>Additional Benefits:</b> Sponsor materials shared with audience after the event in a thank you email.</p>	<p>\$5,500</p>
<p><b>SUPPORTING SPONSOR</b></p> <p><b>Recognition:</b> As Supporting Sponsor during event and in pre-event promotion. Logo with link to website.</p> <p><b>Virtual Training Series Speaking Opportunity:</b> Includes 5-minute Live or pre-recorded video Presentation at beginning or end of training Captured for on-demand viewing during virtual training series and for 30 days after the event on MCPA website</p> <p><b>Business Development:</b> Access to MCPA Member Annual Purchasing Survey</p> <p><b>Advertising:</b> Includes one, half page color ad in MN Police Chief magazine, the official publication of the MCPA. One-year listing on the MCPA website as a Preferred LE vendor. Includes logo &amp; hyperlink</p> <p><b>Exhibitor Virtual Marketplace</b> Complimentary exhibitor booth in the Virtual Training Marketplace expo. Up for the entire six-week series, and 60 days after. Call-to-action to visit sponsor.</p>	<p>\$3,500</p>
<p><b>OTHER OPPORTUNITIES</b></p> <p><b>Exhibitor Virtual Marketplace</b> Virtual exhibitor booth in the Virtual Training Marketplace expo. Up for the entire six-week series, and 60 days after.</p>	<p>\$495</p>

If you would like to reserve a sponsorship, or virtual exhibit booth please contact Chares Kasbohm at:  
[MCPA@SynergeticEndeavors.com](mailto:MCPA@SynergeticEndeavors.com) or (651) 340-4848