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To: CAPG Member

April 28, 2017

Re: 2017 CAPG CONFERENCE – “The Future of Police Governance”

We are writing today to ask for your support for the 2017 Annual Conference of the Canadian Association of Police Governance (CAPG), *The Future of Police Governance*. The Conference begins with a one-day First Nations Police Governance Session *Reconciliation: Indigenous Policing Models in a Pluralistic Society* on Thursday, July 13, 2017 and includes a tour of the Kahnawake Peacekeepers later in the afternoon. From Friday, July 14 to Sunday, July 16 the CAPG conference takes place and will explore the future of police governance, looking at the role of police governance bodies in shaping policing, innovations in recruitment, training and measuring your employee satisfaction to name just a few of the sessions. The closing panel on Sunday, July 16 will include the Presidents of the three national police associations talking about their vision for the future of policing, police governance and public safety.

In previous years, CAPG has had the financial and organizational support of a host board/commission. With no civilian oversight in Quebec it means we are doing things a bit differently this year.

That's why we are writing to you to ask for your support to help us offset the cost of putting on this first rate conference. Your contribution helps keep the registration fees for our delegates to a level that even the smallest of police boards and commissions are able to afford.

Our members have shown their generosity and commitment by sponsoring coffee breaks, hospitality suites, lunches or simply contributing whatever their budget can manage. There are a variety of exceptional sponsorship opportunities available that can be tailored to give you the high level of recognition and visibility you deserve.

Sponsorship of a CAPG Conference isn't simply about money. It is about delivering a message to people that you are a champion of excellence in the governance of municipal police in Canada and that you believe in the values of integrity, transparency and accountability. It is also an opportunity to raise your boards profile, through branding and recognition of your commitment to civilian governance and social responsibility.

I invite you to position yourself as a leader and take up our offer to sponsor CAPG 2017, *The Future of Police Governance*.

You can download the [sponsorship package here](#). We are sincerely grateful for any contributions you are able to make and we commit to making the conference experience unique and rewarding for everyone who attends.

We hope you've marked July 13 to 16, 2017, in your calendar as you won't want to miss the exciting line

28th ANNUAL CAPG CONFERENCE

Montréal, Québec

2017 CONFERENCE SPONSORSHIP



Canadian Association of Police Governance

78 George Street, Suite 204
Ottawa, Ontario K1N 5W1
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fax. 613.344.2385
communications@capg.ca

Dedicated to Excellence in Police Governance in Canada Since 1989



INNOVATION



PROACTIVITY



INCLUSION

COLLABORATION

ABOUT THE CAPG

Who We Are

The Canadian Association of Police Governance (CAPG) is the only national organization dedicated to excellence in police governance in Canada. Since 1989, the CAPG has worked diligently to achieve the highest standards as the national voice of civilian oversight of municipal police. Our Association has grown to represent 75% of municipal police services throughout Canada.

Our Mission

The Canadian Association of Police Governance works collaboratively and proactively with members and partners to enhance civilian governance of policing in Canada.

ABOUT THE CONFERENCE

28 Years of Commitment

Now entering its 28th year, the Annual CAPG Conference is held over a three day period during which delegates are encouraged to network, discuss, engage, and discover the rich community we continue to foster.

The conference offers a variety of learning and networking activities, including:

- Inspiring speakers and networking reception.
- Engaging and interactive plenary and small group discussions with thought leaders and field experts.
- Skill building workshops to help delegates develop concrete skills.

WHAT PEOPLE ARE SAYING...

Excellent information from across the Country on many aspects of issues facing police today.

The topics are always interesting and important for the overall policing function in Canada.

I was quite impressed with the variety and scope of the speakers and panelists.

I can say that your conference was very well organized and presented. I have been to a LOT of conferences, and this struck me as top notch.

I'm a new kid on the block and I wasn't sure what to expect. But I thoroughly enjoyed it and brought back with me considerably more insight.

SPONSORSHIP BENEFITS

We strive to make the conference a valuable experience for all of our sponsors. We offer four standard levels of sponsorship to meet a variety of budgets and objectives. However, we recognize that you may have unique sponsorship needs and we'd be happy to work with you to customize a package that offers the level of engagement and return on investment you are looking for.

Brand Exposure

Sponsors receive recognition and thanks on all conference materials, on the CAPG's public website, social media sites, and newsletter. Sponsors will also have the opportunity to include branded giveaways in the delegates' packages, and leave a lasting impression with delegates by being a front-and-centre presence at the Conference.

Network

By sending company delegates, your organization will have the opportunity to connect with leading voices in police governance and will have access to the latest research, discussions and interests within the community.

Connect With a National Audience

Engage with a national audience, with hundreds of delegates attending from across North America. Become part of our community!

STANDARD SPONSORSHIP STREAMS

PLATINUM Sponsor

\$10,000

Prioritized listing as a Platinum Sponsor on all printed and on-line media, including the conference website, program and/or schedule-at-a-glance, eblasts, and post-conference report. Also includes:

1. Five (5) minute speaking opportunity to introduce one keynote speaker.
2. Two (2) complimentary conference registrations including evening activities.
3. One (1) insert in delegate and companion welcome bags.
4. Company logo featured on splash page of conference app.
5. Logo on banner in plenary room.
6. Logo on poster at registration desk.
7. Logo and recognition at one (1) evening activity.
8. Recognition in the fall edition of Board Connection, the CAPG quarterly newsletter.
9. Prioritized Recognition on social media.

SILVER Sponsor

\$2,500

Listing as a Silver Sponsor on all printed and on-line media, including the conference website, program and/or schedule-at-a-glance, eblasts, and post-conference report. Also includes:

1. Recognition in the fall edition of Board Connection, the CAPG quarterly newsletter.
2. Recognition on CAPG's social media profiles.

BRONZE Sponsor

\$1,000

Listing as a Bronze Sponsor on all printed and on-line media, including the conference website, program and/or schedule-at-a-glance, eblasts, and post-conference report.

PEWTER Sponsor

\$500

Listing as a Pewter Sponsor on the conference website, conference program, and in the post-conference report.

GOLD Sponsor

\$5,000

Prioritized listing as a Gold Sponsor on all printed and on-line media, including the conference website, program and/or schedule-at-a-glance, eblasts, and post-conference report. Also includes:

1. Listing on the conference app.
2. One (1) complimentary conference registration, including evening activities.
3. Logo on banner in plenary room.
4. Recognition in the fall edition of Board Connection, the CAPG quarterly newsletter.
5. Recognition on CAPG's social media profiles.

BRANDING OPPORTUNITIES

Delegate Bags \$4,000

Have your company logo appear on the bags that will be in the hands of each attendee.

Name Badge Holders \$2,000

Have your company logo appear on the name badge holders that will be with each delegate.

Lanyards \$2,000

Have your company logo appear on the lanyards that will be with each delegate.

Hotel Key Cards \$2,500

Have your company logo appear on the hotel key cards that will be in the hands of each attendee.

Staff & Volunteer Shirts \$2,500

Have your company logo located on the conference staff and volunteer shirts.

ADDITIONAL OPPORTUNITIES

Digital signage \$1,000

Branded charging station \$1,000

Floral Arrangement \$700

Gala banquet, registration desk & main plenary

Official Sponsor of the Conference App \$2,000

Trade Show - Display booth space \$1,000/Space

A 10' x 5' 8" table and chair supplied.

Hospitality Suite \$2,000

2 nights available

CREATE YOUR OWN SPONSORSHIP!

Do you want to design an engaging sponsorship experience that we haven't thought of?

Contact us to discuss the possibilities or if you have any questions or need additional information.

CONTACT

April Taylor

Sponsor and Exhibits Manager

c/o Taylor & Associates

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Gloucester, ON K1J 9E7

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capg@taylorandassociates.ca

Check Us Out



www.capg.ca

2017 CONFERENCE SPONSORSHIP APPLICATION

July 14 – 16, 2017 • Montréal, Québec

Organization Information

Company/Organization: _____

Contact person: _____

Title: _____

Address: _____

City: _____ Prov./State: _____ Postal/Zip Code: _____

Tel: _____ Ext: _____ Cell: _____

E-mail: _____

STANDARD SPONSORSHIP STREAMS

- Platinum Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$2,500
- Bronze Sponsor \$10,000
- Pewter Sponsor \$500

BRANDING OPPORTUNITIES

- Delegate Bags \$4,000
- Name Badge Holders \$2,000
- Lanyards \$2,000
- Hotel Key Cards \$2,500
- Staff & Volunteer Shirts \$2,500

ADDITIONAL OPPORTUNITIES

- Conference App Sponsor \$2,000
- Hospitality Suite \$2,000
- Branded Charging Station \$1,000
- Digital Signage \$1,000
- Floral Arrangement \$ 700
- Marketplace – Display Space \$1,000/space**

Standard Sponsorship Subtotal: \$ _____

Branding Opportunities Subtotal: \$ _____

Additional Opportunities Subtotal: \$ _____

Marketplace Display Space Subtotal: \$ _____

TOTAL: \$ _____

METHOD OF PAYMENT

Fax completed form to 613-745-1846 or by email to capg@taylorandassociates.ca

- AMEX MasterCard Visa Cheque payable to CAPG c/o Taylor & Associates

(Mail cheque to CAPG c/o Taylor & Associates, 11-5370 Canotek Road, Gloucester, ON K1J 9E7)

Card Number: _____ Expiry Date: _____ Sec. Code: _____

Cardholder's Name: _____ Signature: _____

(N.B. Credit card statements will show payment made to Taylor & Associates)