



Major Cities Chiefs Association 2020 Annual Sponsorship Opportunities

The Major Cities Chiefs Association (MCCA) sponsorship program provides an opportunity to increase visibility of your organization with a prominent presence during the MCCA meetings. As a corporate partner, your company will benefit from exposure to MCCA members and other public safety professionals throughout the United States and Canada.

MCCA corporate partners are invited to attend 3 meetings held each year. The number of sponsor attendees is limited to the level of sponsorship.

2020 Winter Meeting	January 7 to 9, 2020 Houston, TX
2020 Summer Meeting with PERF and NEIA	June 2 to 5, 2020 San Francisco, CA
2020 Fall Meeting before the IACP Conference	October 15 to 17, 2020 New Orleans, LA

The MCCA sponsorship program is designed to provide an opportunity for sponsor representatives to develop relationships and contacts during the meetings. The MCCA meeting agenda does not provide an opportunity for presentations by sponsors.

In an effort to enhance partnerships, two new categories will be offered in 2020.

Capstone Level Partnership

The Capstone level partnership is being offered to a maximum of four corporate partners in an effort to provide candid and unencumbered feedback on agency needs, product development, forecasting and vision. Each partner will join the MCCA Executive Board for a private one-hour working breakfast or lunch during their annual Executive Retreat. Partners will be able to gain valuable insight into the needs of several large agencies representing all geographical areas of the United States and Canada to help tailor their approach and offerings. The one-hour private session will enable partners to solicit feedback on products, services and ideas that will have an impact future offerings. As the MCCA maintains its role in the development of next generation leaders and problem-solvers, it also has an obligation to help guide the industry as we work together to address the unique public safety challenges of large urban areas.

Friends of the Association

As part of our recognition of those who have directly contributed to the success of the Association, we have established a new category to honor retired Chief Executive Officers, Committee Chairs and member agency staff who have had four years of high level involvement with the MCCA and who have departed their MCCA agency in good standing.

Capstone Level Sponsorship (Maximum of 4)**\$ 95,000.00**

- Exclusive one-hour working breakfast or lunch with the MCCA Executive Board during their annual retreat.
- Five complimentary registrations for MCCA regular meetings. Five is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple sponsor representatives.
- Recognition on a banner, provided by sponsor, to be displayed at MCCA meetings. Banner must be no larger than 8'H x 3'W and must include a stand.
- Full page on-screen recognition in slide show displayed during meeting breaks.
- Recognition during 1-minute PSA to be played during MCCA meetings. Sponsor to provide video 10 days before beginning of meeting.
- Recognition in the MCCA conference app to include logo, brief description, website address and link, phone number, and physical address. During the summer meeting with PERF and NEIA, mobile app recognition may be different.
- Recognition on the MCCA website in sponsors area as a Capstone Level Sponsor with a link to sponsor's website.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership.
- Recognition in MCCA annual report and select publications.

Five Star Sponsorship (Maximum of 8)**\$ 50,000.00**

- Five complimentary registrations for MCCA regular meetings. Five is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple sponsor representatives.
- Recognition on a banner, provided by sponsor, to be displayed at MCCA meetings. Banner must be no larger than 8'H x 3'W and must include a stand.
- Full page on-screen recognition in slide show displayed during meeting breaks.
- Recognition during 1-minute PSA to be played during MCCA meetings. Sponsor to provide video 10 days before beginning of meeting.
- Recognition in the MCCA conference app to include logo, brief description, website address and link, phone number, and physical address. During the summer meeting with PERF and NEIA, mobile app recognition may be different.
- Recognition on the MCCA website in sponsors area as a Five Star Sponsor with a link to sponsor's website.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership.
- Recognition in MCCA annual report and select publications.

Four Star Sponsorship (Maximum of 10)**\$ 35,000.00**

- Four complimentary registrations for MCCA regular meetings. Four is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple sponsor representatives.
- Full page on-screen recognition in slide show displayed during meeting breaks.
- Recognition in the MCCA conference app to include logo, brief description, website address and link. During the summer meeting with PERF and NEIA, mobile app recognition may be different.
- Recognition on the MCCA website in sponsors area as a Four Star Sponsor with a link to sponsor's website.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership.
- Recognition in MCCA annual report and select publications.

Three Star Sponsorship (Maximum of 12)**\$ 25,000.00**

- Three complimentary registrations for MCCA regular meetings. Three is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple sponsor representatives.
- Recognition in slide show displayed during meeting breaks.
- Recognition in the MCCA conference app to include logo and brief description. During the summer meeting with PERF and NEIA, mobile app recognition may be different.
- Recognition on the MCCA website in sponsors area as a Three Star Sponsor.
- Recognition in MCCA annual report and select publications.

Two Star Sponsorship (Maximum of 25)**\$ 15,000.00**

- Two complimentary registrations for MCCA regular meetings. Two is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple sponsor representatives.
- Recognition in slide show displayed during meeting breaks.
- Recognition in the MCCA conference app to include logo. During the summer meeting with PERF and NEIA, mobile app recognition may be different.
- Recognition on the MCCA website in sponsors area as a Two Star Sponsor.
- Recognition in MCCA annual report and select publications.

Friends of the Association (Unlimited)**\$ 5,000.00**

- Retired Chief Executive Officers, Committee Chairs and member agency staff who have had four years of high level of involvement with the MCCA and who have departed their agency in good standing.
- One complimentary registration for MCCA regular meetings. Registration cannot be transferred to others.
- Access to attendee lists for MCCA regular meetings.
- Receive all MCCA newsletters, publications, and notifications.
- Exclusive MCCA Alumni badge.

Additional Sponsorship Information

Sponsorships are now available to existing 2019 MCCA sponsors. To secure your sponsorship, please complete the attached application form and return it with payment information to patricia@majorcitieschiefs.com. Payment must be received by MCCA to confirm 2020 sponsorship. On November 18, 2019, all available sponsorships will be open to new sponsors.

For additional information regarding MCCA sponsorship, please contact Patricia Williams, MCCA Associate Director at patricia@majorcitieschiefs.com or 801.209.1815.

*Thank you again for your continued support and dedication to MCCA.
Our mission could not be accomplished without your partnership.*



Major Cities Chiefs Association 2020 Annual Sponsorship Benefits

MCCA Sponsor Partnership 2020 Benefits	Capstone	5 Star	4 Star	3 Star	2 Star	Friends of MCCA
Annual contribution.	\$95,000	\$50,000	\$35,000	\$25,000	\$15,000	\$5,000
Maximum number of partners at level.	4	8	10	12	25	Unlimited
One-hour working breakfast or lunch with the MCCA Executive Board during annual retreat.	X					
Recognition on MCCA website. Please review https://majorcitieschiefs.com/sponsors.php . If link or logo need to be updated, please send to Patricia.	X w/link	X w/link	X w/link	X	X	
Permission to use the MCCA logo on sponsor's website.	X	X	X			
Registrations per meeting.	5	5	4	3	2	1
Logo to be included in slideshow presentation during meetings and in mobile app.	X	X	X	X	X	
Banner in registration area. No larger than 8'H x 3'W and must include a stand.	X	X				
PSA – 1 minute video to be played during meeting. Provide 10 days before meeting begins.	X	X				
Name and logo will be included in MCCA annual report and select publications.	X	X	X	X	X	
Access to attendee lists for MCCA regular meetings.	X	X	X	X	X	X
Receive all MCCA newsletters, publications, and notifications.						X
Exclusive MCCA Alumni badge						X