

MAJOR CITIES CHIEFS ASSOCIATION 2021 ANNUAL SPONSORSHIP OPPORTUNITIES

The Major Cities Chiefs Association (MCCA) is comprised of Chiefs and Sheriffs of the 70 largest urban law enforcement agencies in the United States and 9 largest in Canada.

The Major Cities Chiefs Association (MCCA) is a professional organization of police executives representing the largest cities in the United States and Canada. The MCCA provides a unique forum for urban chiefs, sheriffs, and other law enforcement executives to share ideas, experiences, and strategies. MCCA provides a collaborative forum for the advancement of public safety through innovation, research, policy development, government engagement, community outreach, and leadership development.

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.

New to 2021 sponsor offerings, MCCA will host an Intelligence Commanders Symposium as well as a Technology Symposium. Both events will include information sessions, breakouts, exhibit space, and will be open to MCCA and non-MCCA sponsor partners.

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.

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



To secure your sponsorship or with any questions, please contact:

Patricia Williams
MCCA Associate Director
patricia@majorcitieschiefs.com
801-209-1815

CAPSTONE PARTNER

\$125,000

Maximum of 5 at Capstone level

- Exclusive one-hour working breakfast or lunch with the MCCA Executive Board during their annual retreat.
- Three complimentary registrations for MCCA meetings in February and June 2021. Three is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple sponsor representatives. *For February and June meetings, based on MCCA health security guidelines, a combination of in person and virtual attendance may be warranted. In the event of no in person meeting, virtual will take place.*
- Six complimentary registrations for MCCA meeting in September 2021. Six is the maximum number of attendees at 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 needs to 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.
- Recognition in the MCCA conference app, including alerts.
- Collateral giveaway at registration.
- Intelligence Commanders Symposium – free booth space and 4 complimentary registrations.
- Technology Symposium – free booth space and 4 complimentary registrations.
- Recognition on the MCCA website in sponsors area as a Capstone Level Sponsor with a link to sponsor's website, including regular messaging.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership.
- Recognition in MCCA annual report and select publications.
- Regular email blast opportunities.

5 STAR PARTNER

\$50,000

Maximum of 10 at 5 Star level

- Two complimentary registrations for MCCA meetings in February and June 2021. Two is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple sponsor representatives. *For February and June meetings, based on MCCA health security guidelines, a combination of in person and virtual attendance may be warranted. In the event of no in person meeting, virtual will take place.*
- Five complimentary registrations for MCCA meeting in September 2021. Five is the maximum number of attendees at 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 needs to 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.
- Recognition in the MCCA conference app.
- Collateral giveaway at registration.
- Intelligence Commanders Symposium – free booth space
- Technology Symposium – free booth space
- Recognition on the MCCA website in sponsors area as a Five Star Level Sponsor with a link to sponsor's website, including regular messaging.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership.
- Recognition in MCCA annual report and select publications.
- Regular email blast opportunities.



4 STAR PARTNER

\$35,000

Maximum of 10 at 4 Star level

- Two complimentary registrations for MCCA meetings in February and June 2021. Two is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple sponsor representatives. *For February and June meetings, based on MCCA health security guidelines, a combination of in person and virtual attendance may be warranted. In the event of no in person meeting, virtual will take place.*
- Four complimentary registrations for MCCA meeting in September 2021. Four is the maximum number of attendees at meeting. Attendee registrations cannot be shared among multiple sponsor representatives.
- Recognition in slide show displayed during meeting breaks.
- Recognition in the MCCA conference app.
- Collateral giveaway at registration.
- Intelligence Commanders Symposium – 25% discount on booth space.
- Technology Symposium – 25% discount on booth space.
- Webinar with Members.
- Recognition on the MCCA website in sponsors area as a Four Star Level Sponsor with a link to sponsor's website, including regular messaging.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership.
- Recognition in MCCA annual report and select publications.
- Regular email blast opportunities.

3 STAR PARTNER

\$25,000

Maximum of 10 at 3 Star level

- One complimentary registration for MCCA meetings in February and June 2021. One is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple sponsor representatives. *For February and June meetings, based on MCCA health security guidelines, a combination of in person and virtual attendance may be warranted. In the event of no in person meeting, virtual will take place.*
- Three complimentary registrations for MCCA meeting in September 2021. Three is the maximum number of attendees at meeting. Attendee registrations cannot be shared among multiple sponsor representatives.
- Recognition in slide show displayed during meeting breaks.
- Recognition in the MCCA conference app.
- Collateral giveaway at registration.
- Recognition on the MCCA website in sponsors area as a Three Star Level Sponsor, including regular messaging.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership.
- Recognition in MCCA annual report and select publications.
- Regular email blast opportunities.



2 STAR PARTNER

\$15,000

Maximum of 5 at 2 Star level

- One complimentary registration for MCCA meetings in February and June 2021. One is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple sponsor representatives. *For February and June meetings, based on MCCA health security guidelines, a combination of in person and virtual attendance may be warranted. In the event of no in person meeting, virtual will take place.*
- Two complimentary registrations for MCCA meeting in September 2021. Two is the maximum number of attendees at meeting. Attendee registrations cannot be shared among multiple sponsor representatives.
- Recognition in slide show displayed during meeting breaks.
- Recognition in the MCCA conference app.
- Collateral giveaway at registration.
- Recognition on the MCCA website in sponsors area as a Two Star Level Sponsor, including regular messaging.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership.
- Recognition in MCCA annual report and select publications.
- Regular email blast opportunities.

*Intelligence Commanders Symposium

To include sessions, breakouts, and exhibit booths. Participation open to MCCA and non-MCCA sponsors; discounts available to MCCA sponsors.

*Technology Symposium

To include sessions, breakouts, and exhibit booths. Participation open to MCCA and non-MCCA sponsors; discounts available to MCCA sponsors.

1 STAR PARTNER

Open to 1st Time Sponsors

\$10,000

Maximum of 5 at 1 Star level

- **Available to partners who have not been an MCCA sponsor since 2013. Available for first year only.**
- One complimentary registration for MCCA meetings in February and June 2021. One is the maximum number of attendees at each meeting. Attendee registration cannot be shared among multiple sponsor representatives. *For February and June meetings, based on MCCA health security guidelines, a combination of in person and virtual attendance may be warranted. In the event of no in person meeting, virtual will take place.*
- One complimentary registration for MCCA meeting in September 2021. One is the maximum number of attendees at meeting. Attendee registration cannot be shared among multiple sponsor representatives.
- Recognition in slide show displayed during meeting breaks.
- Recognition in MCCA conference app.
- Collateral giveaway at registration.
- Recognition on the MCCA website in sponsors area as a new corporate partner at the One Star Level, including regular messaging.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership.
- Recognition in MCCA annual report and select publications.
- Regular email blast opportunities.

*Conference Attendance

Combination of in person and virtual attendance. During February and June meeting, based on MCCA guidelines. During September meeting, sponsor partner choice.



MCCA 2021 Annual Sponsorship Opportunities

Benefits	Capstone	5 Star	4 Star	3 Star	2 Star	1 Star
Annual Contribution	\$125,000	\$50,000	\$35,000	\$25,000	\$15,000	\$10,000
Maximum at Level	5	10	10	10	5	5
Exclusive working breakfast or lunch during MCCA Executive Board Retreat.	Yes					
Complimentary registrations for MCCA meetings. Attendee registrations cannot be shared among multiple sponsor representatives.	3 during Feb & June meetings, 6 during Sept meeting	2 during Feb & June meetings, 5 during Sept meeting	2 during Feb & June meetings, 4 during Sept meeting	1 during Feb & June meetings, 3 during Sept meeting	1 during Feb & June meetings, 2 during Sept meeting	1 during Feb & June meetings, 1 during Sept meeting
Banner, provided by sponsor, to be displayed at MCCA meetings.	Yes	Yes				
On-screen recognition in slide show displayed during meeting breaks.	Full page	Full page	Yes	Yes	Yes	Yes
Recognition during 1-minute PSA to be played during MCCA meetings.	Yes	Yes				
Recognition in the MCCA conference app during each meeting.	Yes, including alerts	Yes	Yes	Yes	Yes	Yes
Collateral giveaway at registration.	Yes	Yes	Yes	Yes	Yes	Yes
Intelligence Commanders Symposium	4 complimentary registrations, free booth space	Free booth space	25% discount on booth space	Discounted participation rates	Discounted participation rates	Discounted participation rates
Technology Symposium	4 complimentary registrations, free booth space	Free booth space	25% discount on booth space	Discounted participation rates	Discounted participation rates	Discounted participation rates
Webinar with Members for 30 minutes.			Yes			
Recognition on the MCCA website in sponsors area, including regular messaging.	Yes, includes link to sponsor's website	Yes, includes link to sponsor's website	Yes, includes link to sponsor's website	Yes	Yes	Yes
Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership.	Yes	Yes	Yes	Yes	Yes	Yes
Recognition in MCCA annual report and select publications.	Yes	Yes	Yes	Yes	Yes	Yes
Regular email blast opportunities.	Yes	Yes	Yes	Yes	Yes	Yes

To secure your sponsorship or with any questions, please contact
 Patricia Williams | MCCA Associate Director
patricia@majorcitieschiefs.com | 801-209-1815





Major Cities Chiefs Association 2021 Annual Sponsorship Agreement

SPONSOR PARTNER INFORMATION

By submitting this form, you agree to all terms in the 2021 Sponsorship Opportunities document.

Company Name
Contact Name
Title
Address
City, State, Zip
Phone
Email

Contact will receive notifications for conference announcements and specifications (logos, signage, etc.), sponsorship renewal, and other MCCA sponsorship correspondence.

	SPONSORSHIP LEVEL	AMOUNT DUE
	Capstone	\$ 125,000.00
	5 Star Sponsor	50,000.00
	4 Star Sponsor	35,000.00
	3 Star Sponsor	25,000.00
	2 Star Sponsor	15,000.00
	1 Star Sponsor	10,000.00

See **2021 Sponsorship Opportunities** for details of each sponsor level.

PAYMENT INFORMATION

Check payment – make checks payable to **Major Cities Chiefs Association**
Mail to: **Major Cities Chiefs Association, PO Box 71690, Salt Lake City, UT 84171**

Credit card payment – will be charged an additional 3% transaction fee

American Express Discover MasterCard VISA

Credit Card Number

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Expiration Date MM/YY

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Cardholder's Full Name:	Cardholder's Signature:		
Cardholder's Billing Address:	City:	State:	Postal Code:
Telephone Number:	Email Address:		

Completed agreement form and payment must be received for 2021 sponsorship to be secured.

Please email or fax completed registration form and payment information to:

Patricia Williams | MCCA Associate Director | PO Box 71690, Salt Lake City, UT 84171
Phone: 801.209.1815 | Fax: 801.795.3945 | Email: patricia@majorcitieschiefs.com