

MAJOR CITIES CHIEFS ASSOCIATION

2023 ANNUAL SPONSORSHIP OPPORTUNITIES

The Major Cities Chiefs Association (MCCA) is a professional organization of police executives representing the largest cities in the United States and Canada (70 in the United States and 9 in 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 mission of MCCA is to provide a forum for police executives from large population centers to address the challenges and issues of policing, to influence national and international policy that affects police services, to enhance the development of current and future police leaders, and to encourage and sponsor research that advances this mission.

The MCCA vision is to establish excellent community-supported, customer-based best practices that serve communities.

The 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.

In 2023, the MCCA will hold two meetings: MCCA Winter Meeting in Washington DC on February 9 and 10, 2023 (following NSA's Conference) and MCCA Annual Meeting in San Diego on October 12 and 13, 2023 (before IACP's Conference).

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 or exhibit space.

*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 Deputy Director
patricia@majorcitieschiefs.com
801-209-1815

2022 MEETINGS RECAP

MCCA and PERF Joint Meeting

San Francisco, CA | June 2022

Attendance:

MCCA Members	49
LE from MCCA Agencies	99
LE from Federal, PERF & Other Agencies	204
MCCA Sponsor Attendees	121
PERF Sponsor Attendees	<u>23</u>
Total Attendance	496

Topics:

- MCCA Report: Status of Gun Violence in America
- Confronting Corruption: Baltimore's Gun Trace Task Force
- Idea to Action: Implementing Customer Service Best Practices
- Tale of Two Cities: Innovations in Community Safety & Wellbeing

MCCA Intelligence Summit

Las Vegas, NV | July 2022

Attendance:

MCCA Members & Intel Commanders	55
LE from MCCA Agencies	73
LE from Federal & Other Agencies	76
Sponsor Attendees	<u>71</u>
Total Attendance	275

Topics:

- Terrorism and National Security in 2022
- 2022 to 2033: Chartering the Future for Law Enforcement
- Border Battles: The Hidden Threat
- The Intersection of Drill Rap & Murder
- Welcome to the Gray Zone: Are You Ready

MCCA Annual Meeting

Dallas, TX | October 2022

Attendance:

MCCA Members	67
LE from MCCA Agencies	217
LE from Federal & Other Agencies	124
Sponsor Attendees	<u>138</u>
Total Attendance	546

Topics:

- Making an Impact: Building Community Trust Through Customer Service
- Staffing Challenges: Innovations in Recruitment & Retention
- Crime Control: Youth Violence in America
- Preventing & Resolving Conflict: The Rise in Single-Bias Hate Crimes
- Officer Safety: The Uptick in Online Threats
- Technical Intelligence: From Bitcoin to Data Blockers
- Power of Partnerships: Federal Information Sharing

MCCA Forensic Investigations Conference

Philadelphia, PA | September 2022

Attendance:

MCCA Members and LE from MCCA Agencies	72
LE from Federal & Other Agencies	40
Sponsor Attendees	<u>31</u>
Total Attendance	143

Topics:

- Trends in Gun Violence Investigations
- DNA Investigations: Lessons Learned from Familial Searching and Genetic Genealogy
- Gun Violence & Intelligence



CAPSTONE PARTNER

\$135,000

Maximum of 7 at Capstone level

- Exclusive hosted evening event during either MCCA Winter Meeting or MCCA Annual Meeting. Night and event available on a first come, first served basis. To select event, sponsorship paperwork and payment must be completed. The first to finalize sponsorship will be able to select their event first, followed by the second, third, etc.
- Six complimentary registrations for MCCA meetings in February and October 2023. Six is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple 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. Representatives to deliver and setup banner before meeting and remove banner after meeting.
- 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. Sponsor to provide enough items for all conference attendees and is responsible to ship/deliver items to the conference hotel. *Distribution of items or materials on the Chiefs tables is strictly prohibited.*
- Recognition on the MCCA website in sponsors area as a Capstone Sponsor with a link to sponsor's website.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership. *MCCA approval required before MCCA logo and name can be included on other items.*
- Inclusion in digital MCCA Corporate Partner Resource Guide.

5 STAR PARTNER

\$50,000

Maximum of 10 at 5 Star level

- Five complimentary registrations for MCCA meetings in February and October 2023. Five is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple 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. Representatives to deliver and setup banner before meeting and remove banner after meeting.
- 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. Sponsor to provide enough items for all conference attendees and is responsible to ship/deliver items to the conference hotel. *Distribution of items or materials on the Chiefs tables is strictly prohibited.*
- 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. *MCCA approval required before MCCA logo and name can be included on other items.*
- Inclusion in digital MCCA Corporate Partner Resource Guide.



4 STAR PARTNER

\$35,000

Maximum of 10 at 4 Star level

- Four complimentary registrations for MCCA meetings in February and October 2023. Four is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple representatives.
- Recognition in slide show displayed during meeting breaks.
- Recognition in the MCCA conference app.
- Collateral giveaway at registration. Sponsor to provide enough items for all conference attendees and is responsible to ship/deliver items to the conference hotel. *Distribution of items or materials on the Chiefs tables is strictly prohibited.*
- 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. *MCCA approval required before MCCA logo and name can be included on other items.*
- Inclusion in digital MCCA Corporate Partner Resource Guide.

3 STAR PARTNER

\$25,000

Maximum of 10 at 3 Star level

- Three complimentary registrations for MCCA meetings in February and October 2023. Three is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple representatives.
- Recognition in slide show displayed during meeting breaks.
- Recognition in the MCCA conference app.
- Collateral giveaway at registration. Sponsor to provide enough items for all conference attendees and is responsible to ship/deliver items to the conference hotel. *Distribution of items or materials on the Chiefs tables is strictly prohibited.*
- Recognition on the MCCA website in sponsors area as a Three Star Sponsor.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership. *MCCA approval required before MCCA logo and name can be included on other items.*
- Inclusion in digital MCCA Corporate Partner Resource Guide.



2 STAR PARTNER

\$15,000

Maximum of 5 at 2 Star level

- Two complimentary registrations for MCCA meetings in February and October 2023. Two is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple representatives.
- Recognition in slide show displayed during meeting breaks.
- Recognition in the MCCA conference app.
- Collateral giveaway at registration. Sponsor to provide enough items for all conference attendees and is responsible to ship/deliver items to the conference hotel. *Distribution of items or materials on the Chiefs tables is strictly prohibited.*
- Recognition on the MCCA website in sponsors area as a Two Star Sponsor.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership. *MCCA approval required before MCCA logo and name can be included on other items.*
- Inclusion in digital MCCA Corporate Partner Resource Guide.

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 October 2023. One is the maximum number of attendees at each meeting. Attendee registration cannot be shared among multiple representatives.
- Recognition in slide show displayed during meeting breaks.
- Recognition in MCCA conference app.
- Collateral giveaway at registration. Sponsor to provide enough items for all conference attendees and is responsible to ship/deliver items to the conference hotel. *Distribution of items or materials on the Chiefs tables is strictly prohibited.*
- Recognition on the MCCA website in sponsors area as a new corporate partner at the One Star Level.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsor partnership. *MCCA approval required before MCCA logo and name can be included on other items.*
- Inclusion in digital MCCA Corporate Partner Resource Guide.



CORPORATE PARTNER CODE OF CONDUCT

The number of corporate partners, and meeting attendees, has been determined based on the number of MCCA Member agencies. The goal of the MCCA is to provide corporate partners with an opportunity to network with the Chiefs and their staff, without excessive competition. In addition to limiting the number of sponsor attendees, the MCCA will limit the number of non-MCCA law enforcement attendees at future meetings.

Before completing and returning the sponsorship form, please review the following items:

- ✓ Sponsorship payment must be made in full to secure partnership for 2023.
- ✓ Corporate partner's business practices, advocacies, outreach and efforts are expected to align with the MCCA's vision, goals and ethical standards. Any conflict must be resolved promptly with MCCA to avoid cancelation and forfeiture of sponsorship.
- ✓ One sponsorship is available per company. Individual sponsorships cannot be obtained by separate divisions within one company.

Conferences

- ✓ Payment must be made in full prior to registering and attending an MCCA conference.
- ✓ Sponsors can register a maximum number of attendees, based on level of partnership. Attendee registrations cannot be shared among multiple sponsor representatives or divided by conference days. However, registered attendees for the Annual Meeting do not have to be the same attendees at the Winter Meeting.
- ✓ All representatives must be registered by the deadline. No onsite registrations or adjustments will be accommodated.
- ✓ Scheduling one-on-one meetings or hosting private meals, meetings, events, etc. during the MCCA conference days are strictly prohibited, without prior approval from the MCCA.
- ✓ Please do not encourage non-registered attendees to be in the meeting hotel and engage with MCCA Members and other registered attendees during breaks or outside of meeting hours.
- ✓ It is the expectation of the MCCA that all corporate partners will treat MCCA staff, MCCA Chiefs, and other meeting attendees respectfully and professionally. All conference attendees are expected to treat other attendees courteously.
- ✓ Disruption inside the meeting room or in the event space is not allowed. Conversations should be had during breaks, meals, and events – not in the meeting room during sessions.
- ✓ Shipment of banners, collateral, and other items is the sole responsibility of sponsor. Please ensure all items arrive at the meeting hotel by the deadline.

Violation of any of these terms will forfeit the remainder of your 2023 partnership benefits and may result in ineligibility for future sponsor opportunities.



MCCA 2023 Annual Sponsorship Opportunities

Benefits	Capstone	5 Star	4 Star	3 Star	2 Star	1 Star
Annual Contribution	\$135,000	\$50,000	\$35,000	\$25,000	\$15,000	\$10,000
Maximum at Level	7	10	10	10	5	5
Exclusive hosted evening event during either MCCA Winter Meeting or MCCA Annual Meeting.	Yes	N/A	N/A	N/A	N/A	N/A
Complimentary registrations for MCCA meetings. Attendee registrations cannot be shared among multiple sponsor representatives.	6 during February and October meetings	5 during February and October meetings	4 during February and October meetings	3 during February and October meetings	2 during February and October meetings	1 during February and October meetings
Banner, provided by sponsor, to be displayed at MCCA meetings.	Yes	Yes	N/A	N/A	N/A	N/A
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	N/A	N/A	N/A	N/A
Recognition in the MCCA conference app during each meeting.	Yes	Yes	Yes	Yes	Yes	Yes
Collateral giveaway at registration.	Yes	Yes	Yes	Yes	Yes	Yes
Recognition on the MCCA website in sponsors area.	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 and name on sponsor's website to acknowledge sponsor partnership.	Yes	Yes	Yes	Yes	Yes	Yes
Inclusion in digital MCCA Corporate Partner Resource Guide.	Yes	Yes	Yes	Yes	Yes	Yes

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





Major Cities Chiefs Association 2023 Annual Sponsorship Agreement

SPONSOR PARTNER INFORMATION

By submitting this form, you agree to all terms in the 2023 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	\$ 135,000.00
	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 **2023 Sponsorship Opportunities** for details of each sponsor level.

If additional individual should receive all correspondence, please include their information below:

Contact Name
Title
Phone
Email

Continued on Page 2



Major Cities Chiefs Association 2023 Annual Sponsorship Agreement

Continued from Page 1

PAYMENT INFORMATION

Company Name

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	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 to secure 2023 sponsorship.

Please email or fax completed registration form and payment information to:
Patricia Williams | MCCA Deputy Director | PO Box 71690, Salt Lake City, UT 84171
Phone: 801.209.1815 | Fax: 801.795.3945 | Email: patricia@majorcitieschiefs.com