

# MAJOR CITIES CHIEFS ASSOCIATION

## 2024 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 2024, the MCCA will hold three meetings:

- MCCA Winter Meeting in Charlotte, NC on February 15 and 16, 2024.
- MCCA Committee Conference (location and June dates to be determined).
- MCCA Annual Meeting in Boston, MA on October 17 and 18, 2024 (before IACP's Annual 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](mailto:patricia@majorcitieschiefs.com)  
801-209-1815

# 2023 MEETINGS RECAP

## MCCA Winter Meeting

Washington, DC | February 2023

### Attendance:

MCCA Members	62
LE from MCCA Agencies	154
LE from Federal & Other Agencies	75
MCCA Sponsor Attendees	<u>121</u>
Total Attendance	412

### Topics:

- Membership Roundtable: Regional Reports & Trends
- Committee Updates
- Bi-Partisanship in the 118<sup>th</sup> Congress
- Wellness in Action: Programs & Sustainability
- Wellness Advocacy: Supporting the Law Enforcement Profession
- Law Enforcement Accountability: Data Interpretation & Exploitation
- Addressing Ghost Gun Proliferation: Rule Implementation
- Holistic Response to Crisis: Strategic Communications
- Report: Practices & Considerations for Automatic License Plate Readers
- Reducing Negative Outcomes: Human Rights Training & Use of Force
- Trust in Law Enforcement: Upholding Civil & Constitutional Rights
- Extreme Weather: Impact on Police Operations
- Federal Perspective: Addressing Contemporary Challenges
- The Death of Queen Elizabeth II: Command Perspectives on the Policing Operation

## MCCA Annual Meeting

San Diego, CA | October 2023

### Attendance:

MCCA Members	65
LE from MCCA Agencies	240
LE from Federal & Other Agencies	105
Sponsor Attendees	<u>124</u>
Total Attendance	534

### Topics:

- Membership Roundtable: Regional Reports & Trends
- Committee Updates
- National Violent Offender Analysis Project
- Pattern or Practice Investigations: Findings Review
- Bridging the Divide: Addressing Urban Violence Through Partnerships
- Game Changer: Changing Community Perceptions, Behavior, & Outcomes
- Meeting & Managing Expectations: Regeneration of Policing Services
- Mental Health & Addiction Response: Alberta Province
- Empowering First Responders: FirstNet Authority
- From Likeness to Chatbots: Generative Artificial Intelligence
- Romance and Investment Fraud: Pig Butchering
- Critical Partnerships: Private Sector Coordination



## CAPSTONE PARTNER

**\$135,000**

### Maximum of 7 at Capstone level

- Exclusive hosted evening event during 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, June, and October 2024. Six is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple representatives. Additional registrations cannot be purchased.
- 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 video 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 or seats 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.*

## 5 STAR PARTNER

**\$50,000**

### Maximum of 10 at 5 Star level

- Five complimentary registrations for MCCA meetings in February, June, and October 2024. Five is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple representatives. Additional registrations cannot be purchased.
- 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 video 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 or seats 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.*



## 4 STAR PARTNER

**\$35,000**

### Maximum of 10 at 4 Star level

- Four complimentary registrations for MCCA meetings in February, June, and October 2024. Four is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple representatives. Additional registrations cannot be purchased.
- 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 or seats 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.*

## 3 STAR PARTNER

**\$25,000**

### Maximum of 10 at 3 Star level

- Three complimentary registrations for MCCA meetings in February, June, and October 2024. Three is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple representatives. Additional registrations cannot be purchased.
- 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 or seats 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.*



## 2 STAR PARTNER

**\$15,000**

**Maximum of 5 at 2 Star level**

- Two complimentary registrations for MCCA meetings in February, June, and October 2024. Two is the maximum number of attendees at each meeting. Attendee registrations cannot be shared among multiple representatives. Additional registrations cannot be purchased.
- 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 or seats 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.*

## 1 STAR PARTNER

**Open to 1<sup>st</sup> 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, June and October 2024. One is the maximum number of attendees at each meeting. Attendee registration cannot be shared among multiple representatives. Additional registrations cannot be purchased.
- 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 or seats 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.*



# 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 2024.
- ✓ 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. Additional registrations cannot be purchased. However, registered attendees for the Annual Meeting do not have to be the same attendees at the Winter Meeting or Committee Conference.
- ✓ 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 2024 partnership benefits and may result in ineligibility for future sponsor opportunities.



## MCCA 2024 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, June and October meetings	5 during February, June and October meetings	4 during February, June and October meetings	3 during February, June and October meetings	2 during February, June and October meetings	1 during February, June 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

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





# Major Cities Chiefs Association 2024 Annual Sponsorship Agreement

## SPONSOR PARTNER INFORMATION

By submitting this form, you agree to all terms in the 2024 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 **2024 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 2024 Annual Sponsorship Agreement

Continued from Page 1

## PAYMENT INFORMATION

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

Wire transfer/electronic funds transfer – Instructions will be provided by MCCA

Credit card payment – Will include 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 2024 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