

MAJOR CITIES CHIEFS ASSOCIATION

2025 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 2025, the MCCA will hold three meetings:

- MCCA Winter Meeting in Washington, DC on February 6 and 7, 2025.
- MCCA Committee Conference in Atlanta, GA from April 15 to 17, 2025.
- MCCA Annual Meeting in Denver, CO on October 16 and 17, 2025.

The MCCA sponsorship program is designed to provide an opportunity for sponsor representatives to develop relationships and contacts during the meetings. The MCCA Winter and Annual Meeting agendas do not provide an opportunity for presentations by sponsors or exhibit space. The MCCA Committee Conference will include a call for presentations.

The MCCA's 2025 sponsorship program includes a significant change from previous evening events. On the first afternoon/early evening of each meeting, the MCCA will host a Regisreption (registration and reception) for all attendees. The evening after the Regisreption is open for all sponsor partners to host dinners, receptions, and other gatherings. No Capstone partner events will be scheduled after the Regisreption.

Thank you for your continued support and dedication to MCCA!



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

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

2024 MEETINGS RECAP

MCCA Winter Meeting

Charlotte, NC | February 2024

Attendance:

MCCA Members	53
LE from MCCA Agencies	103
LE from Federal & Other Agencies	56
MCCA Sponsor Attendees	<u>129</u>
Total Attendance	341

Topics:

- 2024 Outlook & Expectations
- Membership Roundtable: Regional Reports & Trends
- National Perspective: Immigration Trends
- Immigration Surge: Local Responses & Unforeseen Challenges
- Body Worn Cameras: Task Forces & Beyond
- Data Collection: Financial Managers Survey
- MCCA Initiative: The Future of Policing
- MCCA Report: Research Advisory Committee
- Protecting Public Safety Communications: 4.9 GHz
- Tracking the Rise in Hate: Swatting & Acts of Violence
- Threat Environment: Middle Eastern Events & Impact

MCCA Annual Meeting

Boston, MA | October 2024

Attendance:

MCCA Members	71
LE from MCCA Agencies	230
LE from Federal & Other Agencies	85
Sponsor Attendees	<u>148</u>
Total Attendance	534

Topics:

- Legislative Priorities & Political Forecasting
- Membership Roundtable: Regional Reports & Trends
- Research on Organizational Growth & Success: Recruitment, Hiring, Retention & Satisfaction
- National Study: Violent Offender Analysis Project
- Maintaining Vigilance: Leveraging Drones for Public Safety
- Futurist Initiative: Parallel Worlds, the Metaverse
- Digital Forensic Capabilities in North America:
- A Connected World: The Impact of Cyber Threats on Democracy & Community Safety
- “Blinking Lights Everywhere” – A Conversation with FBI Director Wray
- Partnerships at Work: Response to Entrenched Encampments
- Threat Briefing: Crime, Terrorism & Trends
- Primary Perspectives: Impact of Terrorism



MCCA Committee Conference

Dallas, TX | June 2024

Attendance:

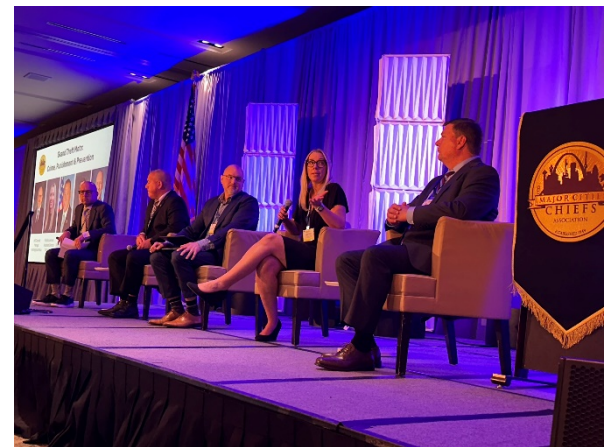
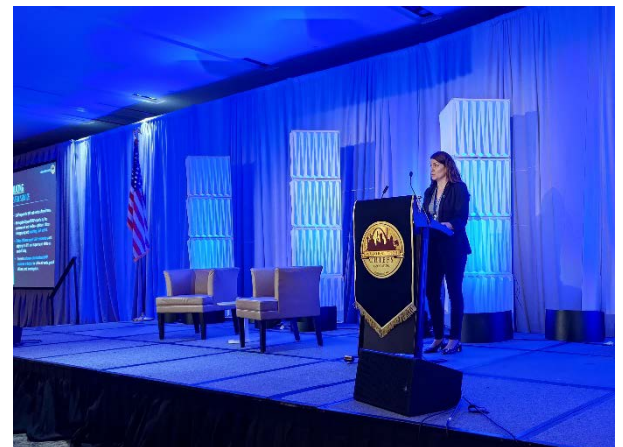
MCCA Members and Committee Representatives	160
LE from Federal & Other Agencies	64
Sponsor Attendees	<u>100</u>
Total Attendance	324



The inaugural MCCA Committee Conference provided an opportunity for all MCCA committee members to learn from each other and create relationships with sponsor partners and other law enforcement colleagues.

Topics:

- Budgets & Resources: FY23 Financial Managers
- Unidentified Anomalous Phenomena: Futurist Initiative
- Navigating Innovation: A Cultural & Systems Approach
- Transforming Modern Policing Methods: Evolution of Cloud for Law Enforcement
- Tech Insights: Navigating New Frontiers in Investigations, Intel & Security
- Investigative Genetic Genealogy: Legal, Operational, and Ethical Perspectives
- Harnessing Forensic Intel: Advancements, Integration & Best Practices
- Drug Policy: Lessons Learned in Legalized States
- Act4MentalHealth: Mental Health Policy & Why It Matters for Police
- Self-Awareness: Critical Incident Decision Making
- Reintegration: A Healthier Return to Work
- Commitment to Collaboration: Short-Term Rental Platform
- Legislative Priorities & Political Forecasting
- 2024 Elections: Security Efforts & Awareness
- Threat Briefing: Crime & Terrorism
- Intel Briefing: Trends & Concerns
- Grand Theft Moto: Crime, Punishment & Prevention
- Improving Safety & Trust: Crime-Gun Intelligence
- Friendly vs. Fortress: Conducting Threat, Vulnerability & Risk Assessments
- Research Advisory Committee: Violent Crime Reduction Strategies
- Running the Play: KCPD Media Response to the Super Bowl Victory Rally Shooting
- Prosecutions: Independence in the Context of the Rule of Law
- Engaging Stakeholders: Playbook for Deploying Crime Solving Technology



2025 MEETINGS OVERVIEW

MCCA Winter Meeting

Washington, DC

Registration and room block to open in November 2024

Does not include sponsor presentations or exhibit space

February 6 and 7, 2025

- Wednesday, February 5th
 - Travel day, REGISCEPTION for all attendees
 - Evening open for all sponsor partners to host dinner, receptions, etc.
- Thursday, February 6th
 - All-day MCCA Meeting
 - Evening event hosted by Capstone partner
- Friday, February 7th
 - All-day MCCA Meeting
 - Evening open for all sponsor partners to host dinner, receptions, etc.

MCCA Committee Conference

Atlanta, GA

Call for Presentations will be distributed in November 2024

Registration and room block to open in November 2024

Will include call for presentations

April 15 to 17, 2025

- Tuesday, April 15th
 - Travel day for Sponsor partners, REGISCEPTION for all attendees
- Wednesday, April 16th
 - All-day MCCA Committee Conference
 - Evening open for all sponsor partners to host dinner, receptions, etc.
- Thursday, April 17th
 - Half-day MCCA Committee Conference

MCCA Annual Meeting

Denver, CO

Registration and room block to open in early 2025

Does not include sponsor presentations or exhibit space

October 16 and 17, 2025 (before IACP's Annual Conference)

- Wednesday, October 15th
 - Travel day, REGISCEPTION for all attendees
 - Evening open for all sponsor partners to host dinner, receptions, etc.
- Thursday, October 16th
 - All-day MCCA Meeting
 - Evening event hosted by Capstone partner
- Friday, October 17th
 - All-day MCCA Meeting
 - Evening event hosted by Capstone partner



CAPSTONE PARTNER

\$150,000

Maximum of 6 at Capstone level

- Exclusive hosted evening event during MCCA Winter Meeting or MCCA Annual Meeting.
 - Events available on a first come, first served basis.
 - To select the 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. Capstone Events available during 2025:
 - Winter Meeting in Washington DC
 - Tuesday, February 4th – Dinner with MCCA Board
 - Thursday, February 6th – Evening event for all conference attendees
 - Annual Meeting in Denver CO
 - Tuesday, October 14th – Dinner with MCCA Board
 - Wednesday, October 15th – Lunch with MCCA Board
 - Thursday, October 16th – Evening event for all conference attendees
 - Friday, October 17th – Evening event for all conference attendees
- Six complimentary registrations for MCCA meetings in February, April, and October 2025. 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

\$65,000

Maximum of 10 at 5 Star level

- Five complimentary registrations for MCCA meetings in February, April, and October 2025. 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

\$45,000

Maximum of 10 at 4 Star level

- Four complimentary registrations for MCCA meetings in February, April, and October 2025. 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

\$35,000

Maximum of 10 at 3 Star level

- Three complimentary registrations for MCCA meetings in February, April, and October 2025. 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.*
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- 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

\$25,000

Maximum of 5 at 2 Star level

- Two complimentary registrations for MCCA meetings in February, April, and October 2025. 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 1st Time Sponsors

\$20,000

Maximum of 5 at 1 Star level

- **Available to partners who have not been an MCCA sponsor in the past. Available for first year only.**
- Two complimentary registrations for MCCA meetings in February, April, and October 2025. 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 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 2025.
- ✓ 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 representatives. Please ensure all items arrive at the meeting hotel by the deadline.

Violation of any of these terms will forfeit the remainder of your 2025 partnership benefits and may result in ineligibility for future sponsor opportunities.



MCCA 2025 Annual Sponsorship Opportunities

Benefits	Capstone	5 Star	4 Star	3 Star	2 Star	1 Star
Annual Contribution	\$150,000	\$65,000	\$45,000	\$35,000	\$25,000	\$20,000
Maximum at Level	6	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, April and October meetings	5 during February, April and October meetings	4 during February, April and October meetings	3 during February, April and October meetings	2 during February, April and October meetings	2 during February, April 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 | 801-209-1815





Major Cities Chiefs Association 2025 Annual Sponsorship Agreement

SPONSOR PARTNER INFORMATION

By submitting this form, you agree to all terms in the 2025 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	\$ 150,000.00
	5 Star Sponsor	65,000.00
	4 Star Sponsor	45,000.00
	3 Star Sponsor	35,000.00
	2 Star Sponsor	25,000.00
	1 Star Sponsor	20,000.00

See **2025 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 2025 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

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 2025 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