



MAJOR CITIES CHIEFS ASSOCIATION

2017 Sponsorship Opportunities

Albuquerque
Arlington
Atlanta
Aurora
Austin
Baltimore
Baltimore Co.
Boston
Buffalo
Calgary, Canada
Charlotte-Mecklenburg
Chicago
Cincinnati
Cleveland
Columbus
Dallas
Denver
Detroit
Edmonton, Canada
El Paso
Fairfax County
Fort Worth
Fresno
Honolulu
Houston
Indianapolis
Jacksonville
Kansas City
Las Vegas Metro
Long Beach
Los Angeles
Los Angeles Co.
Louisville
Memphis
Mesa
Miami
Miami-Dade
Milwaukee
Minneapolis
Montgomery Co.
Montreal, Canada
Nashville
Nassau Co.
New Orleans
New York City
Newark
Oakland
Oklahoma City
Omaha
Orlando
Ottawa, Canada
Peel Region, Canada
Philadelphia
Phoenix
Pittsburgh
Portland
Prince George's Co.
Quebec City, Canada
Raleigh
Sacramento
Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Seattle
St. Louis
Suffolk Co.
Tampa
Toronto, Canada
Tucson
Tulsa
Vancouver, Canada
Virginia Beach
Washington
Wichita
Winnipeg, Canada
York, Ontario

The MCCA sponsorship program provides an opportunity to increase visibility of your organization with a prominent presence during the meetings. As a participating sponsor, your company will benefit from exposure to members and other public safety professionals throughout the United States and Canada.

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

2017 Winter Meeting with MCSA *
February 7 to 9, 2017 in Washington, DC

2017 Summer Meeting with PERF and NEIA
May 30 to June 2, 2017 in Las Vegas, NV

2017 Fall Meeting before IACP
October 19 to 21, 2017 in Philadelphia, PA

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.

Sponsorships are now available to existing 2016 MCCA sponsors. To secure your sponsorship, please complete the attached application form and return it with payment information to patricia@majorcitieschiefs.com at your earliest convenience. Payment must be complete to confirm 2017 sponsorship.

On November 1, 2016, available sponsorships will be open to new sponsors.

There are four levels of available sponsorships with a limit to the number of sponsors at each one. The attached information and chart compare the benefits of each level.

* For sponsors of both MCCA and MCSA, you can send the maximum number of representatives based on your highest level of sponsorship with either MCCA or MCSA.

Five Star Sponsorship (Maximum of Six)**\$27,500**

- 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 before meeting and during 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, 100 words description, website address and link, phone number and physical address.
- Recognition on the MCCA website 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 sponsorship.

Four Star Sponsorship (Maximum of Eight)**\$22,500**

- 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 before meeting and during breaks.
- Recognition in the MCCA conference app to include logo, 100 words description, website address and link.
- Recognition on the MCCA website sponsors area as a Four Star Sponsor with link to sponsor website.
- Permission to use the MCCA logo on sponsor's website to acknowledge sponsorship.

Three Star Sponsorship (Maximum of Ten)**\$17,500**

- 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 before meeting and during breaks.
- Recognition in the MCCA conference app to include logo and 50 words description.
- Recognition on the MCCA website sponsors area as a Three Star Sponsor.

Two Star Sponsorship (Maximum of Twenty)**\$12,500**

- 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 before meeting and during breaks.
- Recognition on the MCCA website sponsors area as a Two Star Sponsor.

Meeting Event Sponsorship

In addition to the annual sponsorship level, there is an opportunity to sponsor specific activities during the meetings. Events available at the regular MCCA meetings include breakfasts, lunches, break refreshments, and evening events.

- Sponsors are recognized by the MCCA President during the meeting before/after the event.
- Sponsors are recognized on the meeting agenda.
- Signage will be displayed during the event acknowledging sponsorship.
- Sponsors will be provided an opportunity to speak to the membership:
 - Reception – 5 minutes
 - Lunch – 10 minutes
 - Breakfast and breaks – not available
- Event sponsors may have a maximum of five representatives at breakfast and lunch events, which includes the number of representatives at sponsor level. Representatives at evening events will be determined on a case-by-case basis.

Committee/Workgroup Sponsorship Opportunities

MCCA has nine committees/workgroups that advance the goals of the organization. Some of them meet in conjunction with the MCCA meetings and others have one or more separate meetings to exchange ideas and information. For example, the Financial Managers Group holds an annual training conference for group participants. Some of the groups publish reports on their research (Human Resources) and others conduct annual surveys (Financial Managers).

Sponsors have the opportunity to support committee/group meetings and projects that may be of particular interest. Sponsor contributions for these groups and activities must be handled through the MCCA financial system and approved by the MCCA Executive Director.

- Financial Managers Committee
- Forensic Science Committee
- Homeland Security Committee
- Human Resources Committee
- Intelligence Commanders Committee
- Legal Advisors Committee
- Legislative Committee
- Public Affairs Directors Committee
- Technology Committee

For additional information regarding MCCA sponsorship, please contact Darrel W. Stephens or Patricia Williams.

Darrel W. Stephens
Executive Director
Office: 704.814.7378
Mobile: 704.996.5457
stephens@majorcitieschiefs.com

Patricia Williams
Associate Director
Office/Mobile: 801.209.1815
patricia@majorcitieschiefs.com



MCCA 2017 Sponsorship Opportunities

	2 Star	3 Star	4 Star	5 Star
Contribution	\$12,500	\$17,500	\$22,500	\$27,500
Maximum number of sponsor companies at level	20	10	8	6
Recognition on the MCCA website on sponsor page	<ul style="list-style-type: none"> • Logo recognition 	<ul style="list-style-type: none"> • Logo recognition 	<ul style="list-style-type: none"> • Logo recognition • Link to sponsor's website 	<ul style="list-style-type: none"> • Logo recognition • Link to sponsor's website
Permission to use MCCA's logo on sponsor website to acknowledge sponsorship			Included	Included
Number of registrations per MCCA regular meeting <ul style="list-style-type: none"> • Maximum number of attendees • Registrations cannot be shared among representatives • 2017 Winter Meeting – If you are a sponsor of both associations, you can send the maximum number of representatives based on your highest level of sponsorship. 	2	3	4	5
Recognition in MCCA conference app	<ul style="list-style-type: none"> • Logo only 	<ul style="list-style-type: none"> • Logo • 50 words description 	<ul style="list-style-type: none"> • Logo • 100 words description • Website address and link 	<ul style="list-style-type: none"> • Logo • 100 words description • Website address and link • Address and phone number
Slide show recognition during meeting breaks	Partial page	Partial page	Full page	Full page
Recognition on a banner (provided by sponsor) to be displayed at 3 MCCA meetings. Sponsor to transport banner to and from the meetings				One banner (8'H x 3'W) including stand
Recognition in 1 minute video to be played during MCCA meetings. Sponsor to provide video at least 10 days before meeting for review and approval				Included