



California Peace Officers' Association

2020 One Source Program



2485 Natomas Park Drive, Suite 540
Sacramento, CA 95833
P 916-263-0541 | F 916-520-2277

One Source Many Resources



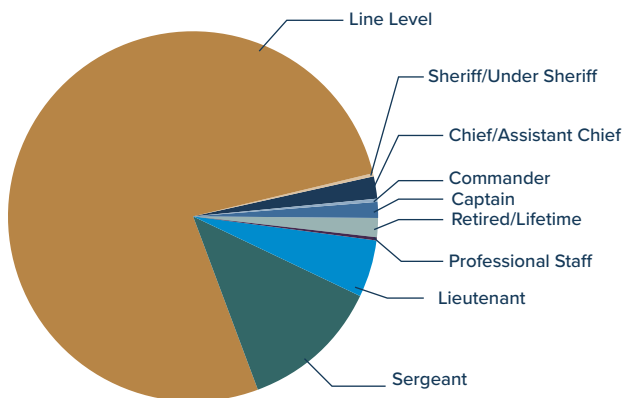
28,000+ members
of all ranks from municipal,
county, state, and federal
law enforcement agencies
throughout the
State of California

The mission of the California Peace Officers' Association is to serve all California law enforcement by enhancing the profession through training, mentorship, transparency, professionalism, community engagement and commonsense advocacy.

Most Diverse Demographics in the State

While many organizations cater to a specific demographic, CPOA has the distinction of being the most inclusive and diverse association for law enforcement personnel in the state. From agency and department heads to the non-sworn administrative professional, CPOA provides a wide array of benefits to an entire community. **Our reach is great, your benefits are greater.**

Plus, we understand what you need. The same responsiveness and knowledge we provide to our members is the same we'll provide to you. Every decision we make will drive interaction and engagement to help your success. We understand that you need access



to decision makers and consumers. And our diverse, customizable selection of business opportunities will help you reach them.

Members turn to CPOA as the source for department wide solutions, training, networking, and support. **They'll turn to you for resources.**



One Source Benefits



The California Peace Officers' Association connects you to your desired audience with an array of benefits. From valuable key member introductions, prominent exposure at signature events and digital push messaging, we provide the access, you provide the solutions.

Annual Package Discounts

For companies that participate in multiple areas but not at the One Source level, CPOA offers package discounts when an annual agreement is enacted.

With activation points and packages to meet any budget, companies that invest in CPOA's One Source Program receive year-long opportunities for connecting.

We look forward to optimizing custom opportunities that meet your company's needs and helps our members succeed.

CPOA One Source Premier Partner – \$30,000

CPOA One Source Corporate Partner – \$20,000

CPOA One Source Company Partner – \$5,000

CPOA Training & Event Sponsorships – Various

Features and benefits listed on the following pages.



ONE SOURCE PREMIER PARTNER

CPOA One Source Premier Partner – \$30,000

The Premier Partner is CPOA's most exclusive partnership. With unmatched access to agency heads and department managers, **category exclusivity** and a collaborative approach to activation opportunities. The Premier Partner level is exactly that, a true alliance, together to maximize reach and results.

All One Source Corporate Benefits and/or:

- › Quarterly e-blast sent to 18,000+ active member addresses (HTML required)
- › Footer banner (with hyperlink) on CPOA selected e-blasts (annually)
- › Right to include questions in member surveys
- › Right of first refusal on new branding opportunities
- › Two 10'x10' exhibit spaces at each Signature Event
- › Earliest opportunity to select booth placement at CPOA Signature Events

ONE SOURCE PARTNER

CPOA One Source Corporate Partner – \$20,000

Valuable exposure and enhanced access, CPOA's One Source Corporate Partner provides annual opportunities and maximum ROI.

All One Source Company Benefits and/or:

- › Annual e-blast sent to 18,000+ active member addresses (HTML required)
- › Ad on CPOA selected web pages (annual)
- › One 10'x10' exhibit space at each Signature Event
- › Priority booth space selection at CPOA Signature Events
- › Two full conference registrations to **ADVANCE** and **CWFLEET**
- › Exclusive invitation to President's Reception at **ADVANCE***

ONE SOURCE PARTNER

CPOA One Source Company Partner – \$5,000

CPOA's One Source Company Partner annual sponsorship offers 24/7/365 cost-effective benefits and exposure. Year-round branding sharing your support and commitment to our first responders.

- › 12-month listing on the CPOA sponsor page
- › 20% off exhibit space at Signature Events
- › Priority booth selection at CPOA Signature Events
- › Right to use and display the CPOA One Source Partner logo
- › Logo and link on CPOA website One Source Partner page
- › Scripted acknowledgement at CPOA Signature Events
- › Sponsor signage (including logo) at Signature Events

* With hosting company permission.

CPOA Training & Event Sponsorships

The California Peace Officers' Association produces relevant and critical training throughout the year and offers several Signature Events attracting more than 450 agencies. If you are looking to network and align your brand with all levels of rank and file leaders from across the State, consider CPOA's training and event sponsorships.

Signature Events

Reach your target audience with a variety of opportunities to sponsor, exhibit, host & facilitate discussions:



CPOA's ADVANCE

Making a difference for personnel, departments, and communities.

Focused on leadership development, career growth and providing solutions to the growing and rapid needs of the profession, Virtual **ADVANCE** 2020 will prove that digital conferences can be delivered differently and with maximum impact.



CWFLEET – COPSWEST Reimagined

CWFLEET looks to steer the future of fleet with best ideas exchanges, high level Q&A with top manufacturers and provide much needed product education for department personnel. 2020 is all about the pivot and **CWFLEET** will be no different. Welcome to **CWFLEET** Demo Days 2020!



Legislative Summit – March 2021, Sacramento, CA

The Law Enforcement Legislative Summit serves as the One Day each year that

California's public safety community speaks with a single and collaborative voice. This program serves as a rare opportunity where interactive discussions about legislation and policy take center stage, and colleagues statewide take home solutions to address recent criminal justice reforms.



Delivering Digital Connections

September 16, October 14 & November 18

Virtual **ADVANCE** Demo Days delivers on the opportunity to meet with agency personnel with pre-scheduled 30-minute time slots.

Be ready with your best product pitch, an awesome prize, and the most compelling messaging you can create to capture the attention of the crowd. Want to have visibility for the entire two months of programming? Let's discuss sponsorship features and benefits that provide maximum exposure and lead generation.

Our robust virtual platform offers pre-event promotion, appointment scheduling, contact forms, video calls, live streaming and video recorded content. Use your 30-minutes to share product launch information, technical advancements, demo products, or conduct a town hall Q&A session.

Demo Days Features:

- Multi-channel marketing 2 weeks prior to Demo Days.
- Full contact list of opt-in attendees.
- Appointment scheduling through your contact page. Attendees can reach out for more information, watch a video or make a one-on-one appointment.
- Demo Days contact information accessible for 4 weeks post event.

Training

CPOA provides relevant and up-to-date training to the law enforcement, legal and public safety professions throughout the state of California, most of which are Post certified.

With dozens of focused learning events per year and a robust catalog of offerings, your brand will be aligned with your company culture.

Course Catalog

- › Capitol to Communities: Legislative Impact
- › Current Legal Issues
- › Officer Involved Shooting
- › Peace Officer Bill of Rights
- › Public Records Act
- › Pitchess Motion Update
- › Use of Force: Liability/Litigation
- › Leadership Development Course (LDC)
- › Leadership Primer for Commanders
- › Leading in Crisis
- › Leading the Professional Employee
- › Promotional Preparation
- › Transformational Leadership
- › ICDL Online Leadership Program

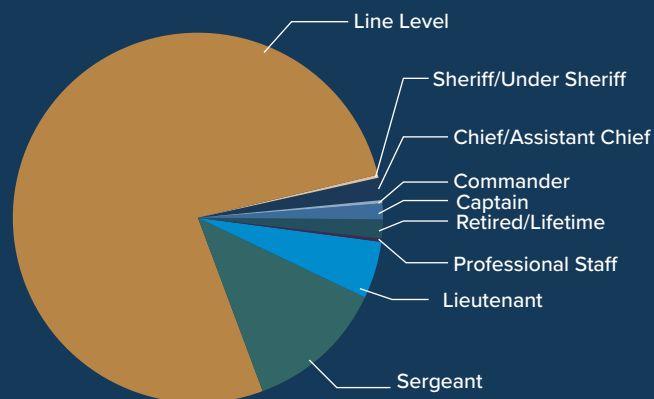
Webinar Sponsorship

LEADS SOLD through June 2021

We are committed to helping the industry partners promote their products and services to public safety organizations in a variety of ways. CPOA webinars offer the perfect opportunity to promote your brand and support quality, online education to agency staff. With hundreds of live views and thousands of YouTube views, there is ample opportunity for marketing to your target audience.

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of all ranks from municipal, county,
state, and federal law enforcement
agencies throughout the
State of California

Members turn to CPOA as the source for
department wide solutions, training, networking,
and support. **They'll turn to you for resources.**



Media Kit

Advertise with
CPOA online



It's a Digital World
CPOA.org



**Average Unique Visitors/
Month: 56,700**

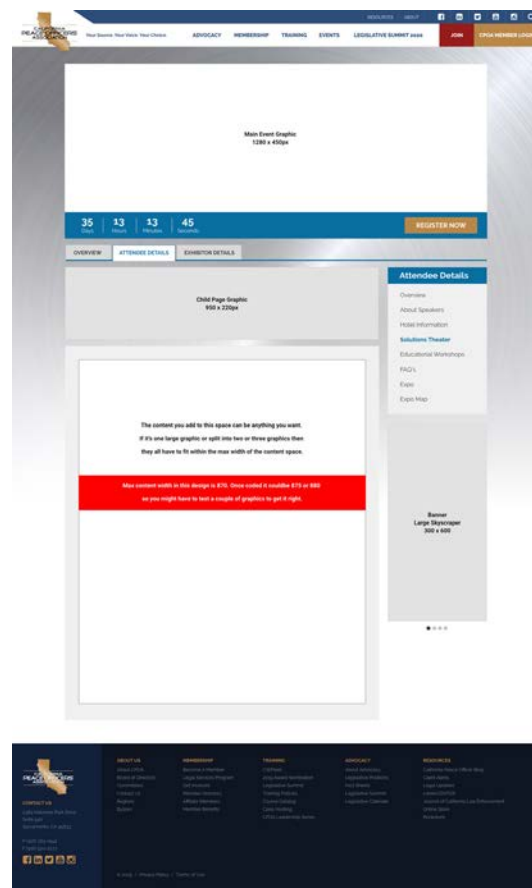
**Average Monthly
Page Views: 129,900**

The CPOA website is the perfect place to maximize your advertising dollars. CPOA.org offers visitors access to the valuable training and resources they look for in their professional careers and in a membership organization. This is a great time to work with CPOA to reach your sales and revenue goals. As the industry (world?) pivots toward digital resources, we're experiencing unprecedented viewership

Prominent ad units on the home and most popular pages ensure quality visibility. Space is limited to offer advertisers maximum leads and exposure.

Child page horizontal banner 950 x 220

Large skyscraper 300 x 600



CPOA ADVERTISING AND SPONSORSHIP SALES REPRESENTATIVE
CINDI WILLIAMS | C 916-425-9346 | D 916-520-2246 | CWILLIAMS@CPOA.ORG

2485 Natomas Park Drive, Suite 540
Sacramento, CA 95833
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Media Kit

Advertise with
CPOA with
targeted email



It's a Digital World CPOA.org



Eblast Categories

Reaching more than
18,000+ active addresses

Bi-weekly blasts offer targeted messaging to keep our audience informed. From membership updates to legislative action, to a full training calendar, our detailed messages inform readers of the latest resources and opportunities to engage and advance in their profession.

The exclusive advertiser in each category can pick from the following to strategically align with company culture and outreach goals.

- › Policy Points
- › Signature Events
- › Membership **SOLD** through June 2021
- › Leadership Pathways
- › Career Center



CPOA's Vendor Marketplace

The digital marketplace will launch summer 2020 with an integrated marketing and communications strategy to drive traffic from various CPOA and external channels throughout the year.



Integrated marketing push to our
28,000+ active members



50 percent discount in
Virtual Showcase participation



**First year pricing
for two years**

if contracted by July 31, 2020

CPOA's Vendor Marketplace offers you a dynamic virtual opportunity
to connect with more exposure, virtual demos, videos,
appointment scheduling and more.

**Newly developed
digital, interactive
Vendor Marketplace will
increase your exposure
to the law enforcement's
most powerful players.**

- › Refined list of categories to make it easy for members to sort through
- › Dynamic keyword search and filtering functions
- › Direct links to your organization
- › Tracking data on your listing including link clicks and impressions

— Listing Options —

PREMIUM - \$1,695	STANDARD - \$995
"Vendor Spotlight" listing in the digital directory, which will rotate daily. The spotlight is featured at the top of the full listings page.	
Company name, bolded and linked directly to company's desired URL.	Company name, linked directly to company's desired URL.
Logo included	
Contact information, including contact name, title, phone and email: clickable in digital directory.	Contact information, including contact name, title, phone, and email: clickable in digital directory.
Clickable social media icons for the digital directory.	
Up to 4 category listings with a 500-character company description.	Up to 4 category listings with a 500-character company description.

