



# VIRGINIA ASSOCIATION OF CHIEFS OF POLICE AND FOUNDATION

EIN: 31-1502529

## Corporate Partnership Levels

### *Platinum Partnership- \$7,500 and above*

- ❖ Complimentary Booths at VACP/VACLEA Winter Conference and VACP Annual Conference for two company representatives. (Calendar year beginning July 1 – June 30)
- ❖ 10-minute speaking opportunity at one VACP Conference.
  - Dependent on availability of speaking opportunities at the designated event. Time cannot be used as a sales pitch, must be focused on educational information on company, product and services. Based on approved by VACP Executive Director and submitted 30 days prior to the event.
- ❖ One year recognition on the VACP website (Company's logo/website link)
- ❖ Two tickets to attend Host Chief's Night event.
- ❖ Special recognition at sponsored event.
- ❖ Highlighted recognition in conference program.
- ❖ Highlighted recognition in conference emails to membership.
- ❖ Highlighted signage around conference registration.
- ❖ Complimentary company inserts in delegate bags. (pamphlets, pens, promotional items)
- ❖ Partner PREMIUM page in MyVACP online membership community with Company Admin account access, including:
  - sponsor spotlight in community website and digest emails to members (*EXCLUSIVE to Platinum Partners with Premium Pages*);
  - Platinum-tier listing in MyVACP Business Partner directory in community;
  - up to 6 promotional community posts per partnership year (July 1-June 30), limited to no more than 3 in a 6-month period (*promotional posts are ones that go out to everyone in the community regardless of whether they follow your page or not*);
  - opportunity to offer and promote in the community up to 4 live or pre-recorded webinars per partnership year, limited no more than 2 in a 6-month period (*webinars must be hosted externally on Zoom, Teams or Google Meet and doesn't have to be exclusive for our members... could just be used to advertise a webinar you have scheduled for anyone*);
  - create promotional banners on your page with exclusive offers for VACP members or conference attendees;
  - lead capture and retrieval;
  - unlimited posts/replies on your own page's discussion board;
  - ability to respond to direct messages from community members; and,
  - community listening (*ability to view discussions from members in the community, but not post or comment – aside from your included promotional community posts... unless you are a [VACP member](#)*).
- ❖ Certificate presentation.
- ❖ Company introduction to membership during general session.
  - For those who are unable to have a speaking opportunity.

### **Gold Partnership- \$5,000**

- ❖ Complimentary Booths at VACP/VACLEA Winter Conference and VACP Annual Conference for two company representatives. (Calendar year beginning July 1 – June 30)
- ❖ One year recognition on the VACP website (Company's logo/website link)
- ❖ Two tickets to attend Host Chief's Night event.
- ❖ Special recognition at sponsored event.
- ❖ Highlighted signage around conference registration.
- ❖ Highlighted recognition in conference program.
- ❖ Highlighted recognition in conference emails to membership.
- ❖ Company introduction to membership during general session.
- ❖ Partner PRO page in MyVACP online membership community with Company Admin account access, including:
  - Gold-tier listing in MyVACP Business Partner directory in community;
  - up to 4 promotional community posts per partnership year (July 1-June 30), limited to no more than 2 in a 6-month period (*promotional posts are ones that go out to everyone in the community regardless of whether they follow your page or not*);
  - opportunity to offer and promote in the community up to 2 live or pre-recorded webinars per partnership year, limited no more than 1 in a 6-month period (*webinars must be hosted externally on Zoom, Teams or Google Meet and doesn't have to be exclusive for our members... could just be used to advertise a webinar you have scheduled for anyone*);
  - create promotional banners on your page with exclusive offers for VACP members or conference attendees;
  - lead capture and retrieval;
  - unlimited posts/replies on your own page's discussion board;
  - ability to respond to direct messages from community members; and,
  - community listening (*ability to view discussions from members in the community, but not post or comment – aside from your included promotional community posts... unless you are a [VACP member](#)*).
- ❖ Certificate presentation.
- ❖ Complimentary company inserts in delegate bags. (pamphlets, pens, promotional items)

### **Silver Partnership - \$2,500**

- ❖ Complimentary Booth at VACP Annual Conference for two company representatives. (Calendar year beginning July 1 – June 30)
- ❖ One year recognition on the VACP website (Company's logo/website link)
- ❖ Two tickets to attend Host Chief's Night event.
- ❖ Highlighted signage at sponsored event.
- ❖ Highlighted signage around conference registration.
- ❖ Highlighted recognition in conference program.
- ❖ Highlighted recognition in conference emails to membership.
- ❖ Company introduction to membership during general session.
- ❖ Partner PLUS page in MyVACP online membership community with Company Admin account access, including:
  - Silver-tier listing in MyVACP Business Partner directory in community;
  - up to 2 promotional community posts per partnership year (July 1-June 30), limited to no more than 1 in a 6-month period (*promotional posts are ones that go out to everyone in the community regardless of whether they follow your page or not*);



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## Application for Corporate Sponsorship

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I PLEDGE AND AGREE TO SPONSOR \$ \_\_\_\_\_

PLEASE LIST AN EVENT YOU DESIRE TO SPONSOR: \_\_\_\_\_

- Breakfast       Breaks       Hospitality Room (Availability dependent on location)  
 Host Chief's Night       Valor Banquet       Conference Trainer  
 Door Prizes       VACP Executive Board Dinner       Delegate Giveaways

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

*ALL SPONSORSHIP APPLICATIONS MUST BE APPROVED BY THE VACP BOARD OF DIRECTORS.*

Please submit application to:

Audrey Altovilla  
Virginia Association of Chiefs of Police and Foundation  
880 Technology Park Drive, Ste. 100  
Glen Allen, VA 23059  
(Fax) 804-285-3363

If additional information is required, please contact Audrey Altovilla, Event & Membership Manager, by calling (804) 285-8227 or by email at [audrey@vchiefs.org](mailto:audrey@vchiefs.org).