



2023-2024

SPONSORSHIP OPPORTUNITIES

**CANADIAN ASSOCIATION
OF POLICE GOVERNANCE**

CAPG
CANADIAN ASSOCIATION
OF POLICE GOVERNANCE



CAPG 34TH ANNUAL CONFERENCE

GOVERNANCE TALKING CONVERSATION STREAMS AND DEEP DIVES

ST. JOHN'S, NFLD
AUGUST 15-18, 2023

CAPG 34th Annual Conference

August 15-18, 2023

Delta Hotels by Marriott St. John's Conference Centre
St. John's, Newfoundland

The Canadian Association of Police Governance (CAPG) Conference is the leading educational event in the police governance sector in Canada. The CAPG Annual Conference is held over a three-day period during which delegates are encouraged to network, discuss, engage and discover the rich community we continue to foster.

Generally, the annual conference is co-hosted by a municipal police board or commission in their city. However, in 2023, we return to St. John's, Newfoundland, the location of our first conference in 1990, for **Governance Talking: Conversation Streams and Deep Dives**. We are excited to offer our highly regarded in-person conference format on the historic shores of the Atlantic Ocean. To maintain the affordability, ease, and interactive nature of our event, we will simultaneously offer a virtual option to our delegates.

About CAPG

Who We Are

The Canadian Association of Police Governance (CAPG) is the only national organization dedicated to excellence in police governance in Canada. Founded in 1989 with the goal to improve the effectiveness of civilian bodies that govern local police services, we have since grown to represent 80% of municipal police service oversight bodies throughout Canada.

500
DIRECTORS

30,000
SWORN OFFICERS

12,000
CIVILIAN OFFICERS

80%

**OF CANADIAN MUNICIPAL POLICE SERVICES WITH
CIVILIAN OVERSIGHT ARE REPRESENTED BY CAPG**

Our Mission

The Canadian Association of Police Governance works collaboratively and proactively with members and partners to enhance civilian governance of policing in Canada.

Our Reach

As a national association, CAPG has a wide reach with a diverse audience. We connect with decision makers, police board and commission members, chiefs of police, business leaders, academics and government officials throughout the country. CAPG has over 80 active member organizations representing more than 500 directors, 30,000 sworn officers and 12,000 civilian officers across Canada.

First Nations Partnerships



CAPG is proud to have numerous First Nations police governance authorities as members. Working alongside our First Nations partners, we administer the First Nations Police Governance Council (FNPGC) and advocate for the improvement of Aboriginal policing in Canada. Together, we have supported motions to draft legislation to recognize and fund issues that impact First Nations communities across Turtle Island. CAPG believes in the journey toward reconciliation and is proud to walk alongside our First Nations policing authorities to leave a lasting impact.



Why Choose Us?

Public scrutiny of policing has placed increased demands on municipal police services, and consequently on their boards and commissions, resulting in a need for constant information exchange and training for members of police governing bodies. The Canadian Association of Police Governance is the sole venue for this exchange. CAPG offers many resources to Canada's police governance community, including a variety of webinars, governance summits, publications, events and an eLearning portal that is exclusively for members.

Since 1989, we have helped develop a network for police governance throughout Canada. Policing is a 15 billion dollar sector, and CAPG works diligently to improve by engaging with the community and by being the trusted voice of police governance in Canada.



**CAPG HAS
MORE THAN**

80

**ACTIVE MEMBER
ORGANIZATIONS
ACROSS CANADA**



SPONSORSHIP BENEFITS



BRAND VISIBILITY

Cross-Canada Exposure

Elevate your company's brand through CAPG events. Your company name and logo will be promoted on publications including the CAPG public website, social media and at the event itself.



CREDIBILITY

Consumer Influence & Perception

Enhance your reputation and forge a stronger relationship with your target audience by aligning your support for causes or missions that your target audience is passionate about.



BUILD CONNECTIONS

Connect with a National Audience

Engage with leading voices in police governance and gain access to the latest research, discussions and interests within the community.

Communications Strategy



Communications and marketing efforts will create maximum awareness and position the 2023 CAPG Conference on the national stage. The strategy will combine and integrate the following elements:

WEBSITE

In addition to serving as a key marketing tool, the website is the premier source of conference information and is updated regularly.

DIRECT MARKETING

Frequent email blasts update registered delegates with general information, latest news, key dates, and program and speaker details. This ensures delegates remain engaged leading up to the conference.

MEDIA COVERAGE

CAPG events are covered by various national media publications.

MARKETING COLLATERAL

Branded electronic materials will be used to endorse our conference, highlighting key activities and speakers. These will be shared via direct email and the conference website.

SOCIAL MEDIA

LinkedIn, Twitter and Facebook will all play a major role in the campaign. Event hashtags will be utilized to encourage delegate interaction and enhance audience participation and engagement.



Showcase Your Brand



PERSONAL CONTACT

Bringing a face and name to your brand will foster relationships with your audience.



EDUCATION

Learn what's happening in police governance and how you can be part of it.



GENERATE LEADS

A one-stop exhibition enables you to secure qualified leads in one place.



SALES

Promote new services or demonstrate new products and equipment.



PRESENCE

Show your commitment and support the community that supports your business.



BUZZ

With the attention of your audience, launch a new product, service or marketing campaign.

CAPG Conference Sponsor Streams

CHAMPION SPONSOR \$10,000

Prioritized listing as a Champion Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report. Also includes:

- Five-minute speaking opportunity to introduce one keynote speaker
- One complimentary conference registration including evening events
- One free virtual conference registration (for up to 5 people)
- One insert in delegate welcome bags
- Company logo featured on conference website and virtual attendee hub
- Logo on banner in plenary room
- Logo on poster at registration desk
- Logo and recognition at one evening activity
- Logo prominently featured on conference app
- Prioritized recognition on social media
- Optional exhibitor table

SPONSOR A CONFERENCE EVENT

- Pre-Conference Workshop \$2,000
- Welcome Reception at The Gypsy Tea Room \$2,000
- Coffee Breaks (x5) \$850 each
- Lunch (x2) \$3,500 each
- Dinner at Rally in The Alley \$7,500
- Dinner at The Rooms \$7,500

Contact us to create a customized sponsorship package!

ADVOCATE SPONSOR \$5,000

Prioritized listing as an Advocate Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report. Also includes:

- Listing on website and virtual attendee hub
- One free virtual conference registration (for up to 5 people)
- Logo on banner in plenary room
- Logo featured on conference app
- Recognition on CAPG's social media profiles

CULTIVATOR SPONSOR \$2,500

Listing as a Cultivator Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report. Also includes:

- Logo on banner in plenary room
- Recognition on CAPG's social media
- Logo featured on conference app

FRIEND SPONSOR \$1,000

Listing as a Friend Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report.

PEER SPONSOR \$250 - \$999

Listing as a Peer Sponsor on the CAPG website, conference program and post-conference report.

Additional Sponsorship and Cross-Promotion Opportunities

MORE ADVERTISING = MORE DISCOUNTS

If you are interested in advertising through multiple CAPG outlets, please contact us to discuss how we can meet your advertising needs and to apply further discounts to your unique package.

CROSS-PROMOTION PARTNERSHIPS

Promote your event or business on our platform and vice versa. Contact us for specific pricing and sizes of our cross-promotional packages.

MEDIA SPONSORSHIPS

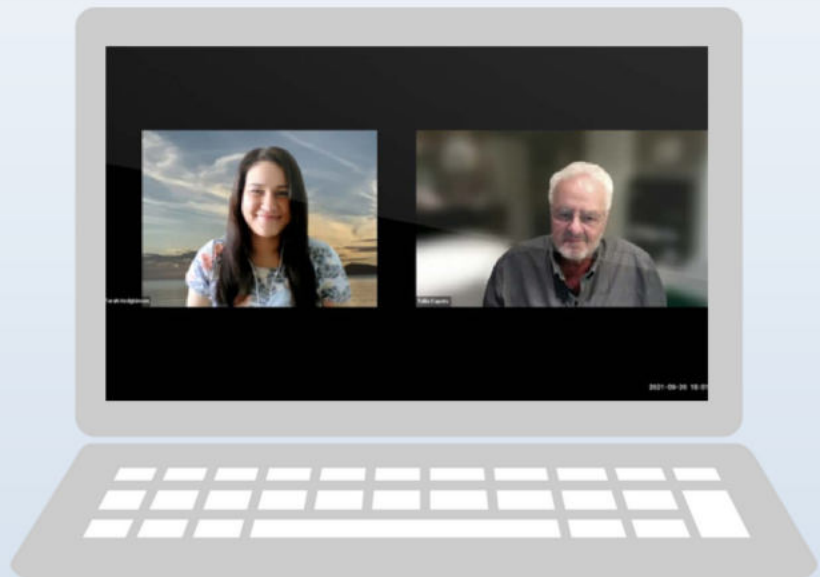
Promote our events on your platform and have your logo showcased as a Media Sponsor on our website and in conference promotional material.

MONTHLY WEBINAR SERIES

Our webinars bring CAPG stakeholders and partners together to explore a variety of themes of interest to our community. Our aim is to provide concrete resources to boards and other stakeholders to help in the development of effective governance.

QUORUM – WEEKLY GOVERNANCE NEWSLETTER

CAPG's popular in-depth weekly news clipping service is offered to our growing extended community of over 1,400 subscribers. Through Quorum, you have the chance to build awareness and recognition of your brand among hundreds of police governance professionals. Quorum has an open rate 3% higher than the industry average.



Host Canada's only national police governance conference in your city!

A UNIQUE OPPORTUNITY TO SHOWCASE THE WORK YOU'RE DOING IN POLICE GOVERNANCE

Together, the Host and CAPG have a unique opportunity to showcase Canadian governance of policing at its very best. That's why your branding and expertise will be featured throughout the conference to provide insight, support, credibility and networking opportunities for everyone. Some of those opportunities include:

- Working with the CAPG Conference Committee and Executive Director to oversee all aspects of planning, budgeting and the development of the conference program.
- Showcase your organization with opportunities such as speaker introductions, exhibitor tables and off-site functions.
- Enjoy complimentary conference registrations for your Board, including evening activities.
- Have your logo featured in all promotional material, on any virtual platforms and in person throughout the venue.



REQUEST AN RFP PACKAGE
For more information on the current benefits, duties and financial obligations involved in hosting a future conference, please contact us.

CONTACT US

Jennifer Malloy, Executive Director
Email: jmalloy@capg.ca | Twitter: @JennCAPG

Lesley Sterling, Executive Administrator
& Communications Manager
Email: lsterling@capg.ca

Contact us to build your custom
sponsorship experience or

**Claim Your Sponsorship
Package Now**



Canadian Association of Police Governance
78 George Street, Suite 204
Ottawa, Ontario K1N 5W1
T: (613) 344-2384 | F: (613) 344-2385



CAPG.ca | CAPGconference.ca

