Sponsorships are available for every budget!

Make a lasting impression!

Showcase your company!

Sponsorships are available for every budget!

American Probation and Parole Association
American Probation and Parole Association

SPONSORSHIP INFORMATION

Demonstrate your support for Community Corrections while creating maximum exposure for your company!
• Recognition in APPA’s quarterly journal, Perspectives, with full page ad, and 50-word company spotlight with logo. - $5,000 value

• FULL PAGE Advertisements in Institute publications (Registration Brochure, Souvenir Brochure.) - $4,500 value

• Company’s literature placed on chairs at one general session - $2,000 value

• Company may provide one item for insertion into registration packets - $2,000 value

• Complimentary exhibit booth - $1,450 value

• Three complimentary Institute registrations to be used for company staff or given to key clients - $1,000 value

• Two (2) complimentary “email blasts” - $1,000 value

• Complimentary APPA membership list - $750 value

• Complimentary electronic list of Institute participants

• Brief introduction of sponsor at Institute’s Opening Session

• Recognition in Institute Program with logo and 50-word company description

• Sponsor ribbon for each company representative attending the Institute

• Acknowledgement sign with company’s logo at sponsored event

• Acknowledgement sign in sponsor’s booth

WHAT IS AN EMAIL BLAST?

Before each Institute, APPA sends out multiple notifications to all members. This “email blast” reaches over 8,000 people. Your company’s name and logo will appear in those email blasts.
• Company’s literature placed on chairs at one general session - $2,000 value
• Company may provide one item for insertion into registration packets - $2,000 value
• Recognition in APPA’s quarterly journal, Perspectives, with logo and 50-word company description - $1,900 value
• Complimentary exhibit booth - $1,450 value
• Three complimentary Institute registrations to be used for company staff or given to key clients - $1,000 value
• Full-page advertisement in the Institute Program - $700 value
• One (1) complimentary “email blast” - $500 value
• Recognition in Institute Program with logo and 50-word company description - $500 value
• Complimentary electronic list of Institute participants
• Brief introduction of sponsor at Institute’s Opening Session
• Sponsor ribbon for each company representative attending the Institute
• Acknowledgement sign with company’s logo at sponsored event
• Acknowledgement sign in sponsor’s booth

CHAIR DROPS AT A GENERAL SESSION.

yet another benefit of your Institute Sponsorship!
GOLD SPONSOR $5,000

- Recognition in APPA’s quarterly journal, *Perspectives*, with logo - $1,500 value
- Recognition in Institute Program with logo - $500 value
- One-half page advertisement in the Institute Program - $500 value
- One complimentary Institute registration to be used for company staff or given to key client - $400 value
- 10 percent discount off exhibit booth fees - $145 value
- Complimentary electronic list of Institute participants
- Company may provide item for insertion into registration packets
- Sponsor ribbon for each company representative attending the Institute
- Acknowledgement sign at sponsored event
- Acknowledgement sign in sponsor’s booth

REGISTRATION PACKET INSERTS.  

*yet another benefit of your Institute Sponsorship!*
SILVER SPONSOR $3,000

- Recognition in APPA’s quarterly journal, Perspectives, with logo - $1,500 value
- Recognition in Institute Program with logo - $400 value
- Complimentary electronic list of Institute participants
- Sponsor ribbon for each company representative attending the Institute
- Acknowledgement sign at sponsored event
- Acknowledgement sign in sponsor’s booth

BRONZE SPONSOR $2,000

- Recognition in APPA’s quarterly journal, Perspectives - $1,000 value
- Recognition in Institute Program - $400 value
- 10 percent discount off electronic list of Institute participants
- Sponsor ribbon for each company representative attending the Institute
- Acknowledgement sign at sponsored event
- Acknowledgement sign in sponsor’s booth

FULL PAGE AD IN INSTITUTE PUBLICATIONS

yet another benefit of your Institute Sponsorship!
CONTRIBUTOR $500 - $2000

• Recognition in APPA’s quarterly journal, *Perspectives* - $1,000 value
• Recognition in Institute Program - $400 value
• Sponsor ribbon for each company representative attending the Institute

ON THE FOLLOWING PAGES
ARE THE ADDITIONAL EXPOSURE AND NOTORIETY THAT YOUR COMPANY WILL RECEIVE WITH YOUR GENEROUS SPONSORSHIP

CHECK IT OUT....

COMPLIMENTARY APPA MEMBERSHIP LIST
yet another benefit of your Institute Sponsorship!
Opening Reception

The Opening Reception in the Resource Expo kicks off the Institute in a celebratory fashion. The reception takes place immediately following the keynote address on Sunday of the Institute. Food and drink are served. Sponsor will have company name and booth number displayed on drink tickets given to attendees.

Monday Exhibitor Reception

Reception in the exhibit area will give participants an opportunity to mingle with other professionals following a full day of workshops. This reception takes place on Monday of the Institute. Food and drink are served. Sponsor will have company name and booth number displayed on drink tickets given to attendees.

Canvas Tote Bags

Showcase your company name and logo by sponsoring tote bags that will be carried by all attendees throughout the Institute. APPA will coordinate with the sponsor to order the bags for distribution. These bags will be a long kept reminder of Institute experiences.

Exhibit Hall Lunch

Boxed lunches in the expo allow attendees to grab a quick bite to eat between workshops while visiting with the exhibitors. This event is held on Monday of the Institute. Sponsors may place stickers with their logos and booth number on the lunches if received by APPA two weeks prior to the Institute’s start.

Souvenir Bags

Attendees will receive a plastic souvenir bag with sponsor’s logo/name/website imprinted upon registration at the Institute. These sturdy bags allow attendees to carry the sponsor’s name wherever they roam during the Institute. APPA will coordinate with the sponsor to order the bags for distribution.

FULL PAGE AD IN PERSPECTIVES MAGAZINE

yet another benefit of your Institute Sponsorship!
Wake-up Power Pack
Your logo and name will greet attendees at coffee services on your choice of two mornings. (Monday, Tuesday or Wednesday of the Institute.)

Keynote Speaker
The Opening Session will feature the Institute’s keynote speaker as he or she kicks off the conference. Attendees will be greeted with signage and a Thank You to the sponsor during the Session’s opening remarks. This event will be held on Sunday of the Institute.

Plenary Session
The Plenary Session will focus on one of today’s most news worthy issues in community corrections. The speaker for this highly attended session is to be determined by APPA. This event is held on Monday of the Institute. Sponsor will be thanked with both signage and in the Session’s opening remarks.

Closing Session Speaker
The Institute’s Closing Session will be presented by a well-known speaker who will send attendees home with a positive and uplifting note. This event will be held on Wednesday of the Institute. Attendees will be greeted with signage and a Thank You to the sponsor during the Session’s opening remarks.

Lanyards
Get noticed with this wonderful and handy memento that attendees can use both during and after the Institute. APPA will coordinate with the sponsor to order and distribute the lanyards.

SIGNAGE AT YOUR APPA SPONSORED EVENT
yet another benefit of your Institute Sponsorship!
Affiliate Member Meeting
The APPA Affiliate Member Meeting is a meeting of the APPA Executive Committee and the affiliated associations of APPA represented by Presidents of supporting organizations in statewide and regional associations in corrections. This meeting takes place Sunday of the Institute. Meeting attendees will be greeted by signage as well as a Thank You in the opening remarks.

Morning Coffee Break
Morning breaks provide coffee for registrants prior to sessions and workshops. Your logo and name will greet attendees at coffee service. Sponsor may choose date; Monday, Tuesday, or Wednesday of the Institute. NOTE: Sponsorship is for ONE of the time slots above.

Board of Directors Meeting
Sponsorship provides sodas and other refreshments for Board members during their Board meeting on Sunday of the Institute.

Exhibit Reception Beverage Tickets
Sponsor’s choice of having logo and name printed on complimentary beverage tickets provided for all registered attendees for either the Sunday or Monday of the Institute. NOTE: Sponsorship is for ONE of the time slots above.

Exhibit Hall Hunt Game Cards
Attendees will search the exhibit hall with these cards printed with your logo and company name in order to find the correct images. Completed cards are collected for a prize drawing during one of the evening receptions in the Expo.

Registration Brochure Postcard
Spotlight your company on the postcard announcing the upcoming Institute! This postcard will be mailed to APPA’s membership in advance of the release of the online registration brochure. There will only be three available slots, so grab this sponsorship EARLY! A minimum of 10,000 postcards will be distributed.
Expo Hall Prizes
APPA gives away door prizes during each set of expo viewing hours. Multiple sponsors are accepted for this sponsorship opportunity. Acknowledgement is placed prominently in Exhibit Hall. Sponsors of this event will be announced periodically throughout Expo Hall hours for their patronage.

Expo Hall Bingo Cards
Place your company name and logo in a bingo space that all of the attendees will be using to play APPA BINGO! Cards must be completely filled out for attendees to qualify for prizes. Cost is $150.00 per bingo square.

Email Institute Blast
APPA sends out periodic emails with information on the upcoming Institute to at least 8,000 individuals. Your ad can be placed in the left side column in any or all of these Email Institute Blasts to get your name noticed even before the Institute begins! Contact Karen Mucci for a list of scheduled blast dates at kmucci@csg.org or (859) 244-8205. Cost is $500.00 per email blast.

Grand Exhibition Competition Trophies
Winners of the competition will receive a trophy with your company name engraved on the plaque, along with mention in APPA’s quarterly journal Perspectives.

APPA Attendee Web Banner Advertising
Get noticed by placing an ad on the APPA Attendee site! With a direct link to the attendee site placed on APPA’s homepage, you will be seen by over 14,000 visitors. Each ad runs for 3 months. Ads are $650.00 each.
The American Probation and Parole Association needs your support for its Training Institutes. Only through the generous support of the private sector can APPA maintain its high standards of institute training. In addition to the options listed, companies are encouraged to devise creative options to support the Institutes that may better represent their company. APPA is a 501 (c)3 organization and your contribution is tax-deductible.