

# Sponsorship Deck

Get set for exciting marketing opportunities in **Indianapolis** during APPA's 49th Annual Training Institute! **We are planning for 1000+ pretrial, probation, and parole practitioners and others interested in the field.** APPA will host a **hybrid** event (in-person and virtual). In-person you will be in front of your target audience to get maximum exposure, generate new sales leads, and demonstrate your support of APPA, but more importantly, support of the field.



In addition to the sponsorship packages below, customized partnerships are available by contacting Darlene Webb at [dwebb@csg.org](mailto:dwebb@csg.org) or 859-244-8206.

Benefit *	PREMIER PLATINUM Sponsor	ALPHA Sponsor	BETA Sponsor	GAMMA Sponsor	DELTA Sponsor
~ INITIAL AVAILABILITY ~ **	1	3	4	4	4
~ BASE PRICING ~	\$50,000	\$8,000	\$6,000	\$3,500	\$2,000
Commercial Spot (30 seconds) Opening Plenary Session	included	included	-	-	-
(1) Meeting Room for Duration of Training Institute <i>Full day – Feb. 26 &amp; 27</i>	included	-	-	-	-
Main Stage Production  (Sponsor our IMAG capabilities, includes a sign with sponsor's branding for duration of the event.)	included				
Sunday Reception in Expo Hall	included	included	-	-	-
Plenary Session (one session only) (a two-minute intro of keynote + logo in app and web guide)	included	included	-	-	-
Bag Stuffer (one item of your choice; <i>supplied by sponsor</i> )	included	included	included	included	included
Reception on Monday	-	-	included	-	-
Coffee Break (Monday or Tuesday)	-	-	-	included	-
Training Institute Event App and Web Guide	included	included	included	included	-
Training Institute Marketing Website	included	included	included	included	included
APPA Marketing Eblasts	included	included	included	-	-

Opening Plenary Session Slide Deck	<b>included</b>	<b>included</b>	<b>included</b>	<b>included</b>	-
Page in App and Web Guide (logo, banner, description, URL)	<b>included</b>	<b>included</b>	-	-	-
Gift Cards for Expo Hall Giveaways ( <i>multiple: \$5, \$10, \$25 and one \$100</i> )	-	-	-	-	<b>included</b>
Social Media Logo and Posts	-	-	-	-	<b>included</b>
Floor Clings (three <i>each</i> )	-	-	-	-	<b>included</b>

~ A La Carte Sponsorships ~ (see online reservation form)		Open to All
<b>Schedule at a Glance:</b> A condensed paper schedule will include the schedule of workshops and plenaries, as well as an exhibition area map. All attendees are provided with this document upon registration. As a sponsor your logo will be on each page of the document.		<b>\$3,000</b>
Yoga and/or Zumba Early Morning Sessions		<b>\$2,500</b>
Need Assistance? T-Shirts — <i>APPA's attendees know who to ask for help – our amazing volunteers! Be a part of the attendee experience and sponsor our volunteer program with a "Need Assistance?" shirt where your logo will be displayed alongside APPA's on t-shirts worn by our volunteers.</i>		<b>\$2,500</b>
Wi-Fi Service		<b>\$2,500</b>
Live Streaming		<b>\$2,000</b>
Cellphone/Device Charging Station -Branded <i>*popular!</i> Centralized/ Added to Your Booth Location		<b>\$2,000/\$2,500</b>
Attendee Badges		<b>\$1,000</b>
Lanyards ( <i>supplied by sponsor</i> )		<b>\$1,000</b>
Water Bottles ( <i>supplied by sponsor</i> )		<b>\$1,000</b>
Hand Sanitizer ( <i>supplied by sponsor</i> )		<b>\$1,000</b>
**APPA Awards		<b>\$500</b>
**Bag Stuffer		<b>\$500</b>
**Floor Clings		<b>\$500</b>
**Coverall Bingo Game		<b>\$500</b>

*\*This does not guarantee that you will receive the package requested. Show management reserves the right to make the final package assignment and to change, at its sole discretion, any such assignments based on a first come first-served basis.*

*\*\*See online reservation form for remaining availability.*

**\*Sponsor responsible for all costs associated with this sponsorship.**

**PAYMENT IS DUE 30 DAYS PRIOR TO THE EVENT.**

**RESERVE YOUR SPONSORSHIP**

For questions or customized opportunities, please contact [Darlene Webb](#) at 859-244-8206.