



American Probation and Parole Association   
w w w . a p p a - n e t . o r g

A Force for Positive 
CHANGE.

2017 WINTER TRAINING INSTITUTE

RENO 
NEVADA
JANUARY 8-11, 2017



SPONSORSHIP OPPORTUNITIES

EXCLUSIVE SPONSORSHIPS

<input type="checkbox"/>	LANYARDS ^{1,3,5}	\$5,000
<input type="checkbox"/>	INSTITUTE BAGS ^{1,3,5}	\$5,000
<input type="checkbox"/>	INSTITUTE T-SHIRTS ^{1,3,5}	\$5,000
<input type="checkbox"/>	PHONE/DEVICE CHARGING STATION	\$5,000
<input type="checkbox"/>	EXHIBIT GUIDE	\$7,500
<input type="checkbox"/>	HOTEL KEYS ^{1,3,5}	\$10,000

COMMON SPONSORSHIP RECOGNITIONS

All sponsorship levels will be recognized as follows:

1) APPA ATTENDEE WEBSITE

Your company and logo proudly displayed for all to see on the APPA attendee website. Recognition will be acknowledged from contract receipt until close of Institute.

2) SPONSOR BANNER

Banner prominently located near Registration area recognizing Institute sponsors.

3) PAGE IN THE INSTITUTE PROGRAM

Sponsor thank you displayed in the APPA Souvenir Program distributed to every attendee and used throughout the Institute.

4) SLIDESHOW

Preceding the Opening and Plenary sessions, APPA will present informational slideshows on “the big screens” for maximum exposure. Starting approximately 30 minutes prior to the sessions, your company name and logo will be on screen numerous times before a captive audience.

¹ Production costs not included.

² Rigging costs not included.

³ Sponsor must provide materials.

⁴ Corporate-branded food service items must be provided by sponsor.

⁵ First right of renewal may apply to these sponsorships.

EXCLUSIVE SPONSORSHIP DESCRIPTIONS

LANYARDS ^{1,3,5} **\$5,000**

By providing the lanyards your company's brand will be seen throughout the length of the Training Institute.

This opportunity includes:

1. Your company logo on the lanyards
2. Your sponsorship recognized on all promotions, e.g., social media outlets, website, email blasts that APPA deems appropriate

INSTITUTE BAGS ^{1,3,5} **\$5,000**

Your company logo along with the APPA logo printed on each Institute bag. Institute bags are distributed to all attendees.

This opportunity includes:

1. Your company logo on the official APPA Institute bags
2. Your sponsorship recognized on all promotions, e.g., social media outlets, website, email blasts that APPA deems appropriate

INSTITUTE T-SHIRTS ^{1,3,5} **\$5,000**

Boost your corporate visibility with this exclusive sponsorship. Your company logo will be emblazoned on the back of the t-shirts with the APPA logo on the front. *Note: APPA requests final design approval on t-shirts.* This opportunity includes:

1. Your customized message and logo will appear on the back of the t-shirts
2. Your sponsorship recognized on all promotions, e.g., social media outlets, website, email blasts that APPA deems appropriate

PHONE/DEVICE CHARGING STATION **\$5,000**

Located in a high-traffic area, the charging station is where attendees go to charge their cell phones, notepads, laptops or other electronic devices.

This opportunity includes:

1. Company logo is displayed on the charging station
2. Your sponsorship recognized on all promotions, e.g., social media outlets, website, email blasts that APPA deems appropriate

EXHIBIT GUIDE **\$7,500**

Virtually every individual uses the APPA Exhibit Guide. This extremely valuable sponsorship puts your company logo front and center of everyone at the show. This opportunity includes:

1. Your company logo on the front cover of the Exhibit Guide
2. Your company logo and message on the entire back cover of the Exhibit Guide
3. Pointer indicating the location of your exhibit on the floor plan
4. Your sponsorship recognized on all promotions, e.g., social media outlets, website, email blasts that APPA deems appropriate

HOTEL KEYS ^{1,3,5} **\$10,000**

Custom hotel room keys distributed to registered APPA guests at check-in. Hotel keys become Institute souvenirs. Sponsorship confirmation must be received by June 1, 2016. Hotel keys must be delivered to hotel by August 21, 2016. This opportunity includes:

1. Your company logo is prominently displayed on hotel keys
2. Your sponsorship will be recognized on all promotions, e.g., social media outlets, website, email blasts that APPA deems appropriate

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² Rigging costs not included.

³ Sponsor must provide materials.

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SPONSORSHIP OPPORTUNITIES

HOSTED EVENT SPONSORSHIPS

“EVENING RECEPTIONS AND ‘COMPANY MOMENT’”^{1,2,4,5}

- SUNDAY \$10,000
- MONDAY \$10,000

Evening receptions offer Institute attendees an opportunity to network and relax at the end of a long day of training. Beer, wine and hors d’oeuvres are provided for attendees and exhibitors. Evening reception sponsors will have the opportunity to present a two-minute presentation. It is YOUR two minutes! The evening reception sponsorship will put your name and company in front of a huge crowd!

This opportunity includes:

1. Microphone time as follows:
 - a) Two-minute presentation during the Opening Session on Sunday
 - b) Two-minute presentation during the Plenary Session on Monday

Receptions: Sunday, 7:00 pm - 9:00 pm and Monday, 5:00 pm - 6:30 pm

2. Your company logo and sponsorship recognized on area signage throughout the event
3. Right to provide your corporate-branded food service items, e.g., cups, napkins, etc; *corporate-branded food service items must be provided by sponsor and approved by the venue*
4. Your sponsorship recognized on all promotions, e.g., social media outlets, website, email blasts that APPA deems appropriate

INSTITUTE COFFEE BREAKS^{3,4,5}

- EXCLUSIVE SPONSOR \$10,000
- CO-SPONSOR..... \$2,000/EA.

5 COFFEE BREAKS

1. Monday morning in high traffic/common area
2. Monday morning in Exhibit Hall
3. Tuesday morning in high traffic/common area
4. Tuesday morning in Exhibit Hall
5. Wednesday morning in high traffic/common area

This opportunity includes:

1. Your company logo and sponsorship recognized on area signage throughout the coffee breaks
2. Right to provide your corporate-branded food service items, e.g., cups, napkins, etc; *corporate-branded food service items must be provided by sponsor and approved by the venue*
3. Your sponsorship recognized on all promotions, e.g., social media outlets, website, email blasts that APPA deems appropriate

BOARD OF DIRECTORS MEETING \$5,000

While members of the Board of Directors are busy promulgating rules and policies for the association, sponsorship support provides a light lunch allowing Board members to concentrate on the work at hand. This sponsorship will have the opportunity to present a two-minute presentation. It is YOUR two minutes! The opportunity to speak for two minutes in front of the decision makers for the association is priceless!

This opportunity includes:

1. Your company logo and sponsorship recognized on:
 - a) Area signage
 - b) Provided company literature
2. Right to provide your corporate-branded food service items, e.g., cups, napkins, etc; *corporate-branded food service items must be provided by sponsor and approved by the venue*
3. Your sponsorship will be recognized on all promotions, e.g., social media outlets, website, email blasts that APPA deems appropriate

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SPONSORSHIP OPPORTUNITIES

HOSTED EVENT SPONSORSHIPS

BREAKFAST IN THE RESOURCE EXPO ^{1,2,4,5} **\$10,000**

Explore the Exhibit Hall and meet company representatives while you enjoy a variety of breakfast specialties!

This opportunity includes:

1. Your company logo and sponsorship recognized on:
 - a) Area signage
 - b) Provided company literature
2. Right to provide your corporate-branded food service items, e.g., cups, napkins, etc; *corporate-branded food service items must be provided by sponsor and approved by the venue*
3. Your sponsorship will be recognized on all promotions, e.g., social media outlets, website, email blasts that APPA deems appropriate

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SPONSORSHIP CONTRACT

Sponsorship Opportunity _____ Amount \$ _____

Sponsorship Opportunity _____ Amount \$ _____

Sponsorship Opportunity _____ Amount \$ _____

Company Name _____

Company Address _____

City/State/Zip _____

Country _____

Primary Contact Name _____ Title _____

Primary Contact Email _____

Phone () _____ Fax () _____

TOTAL

Total amount of sponsorship is due at execution of contract payable in US dollars to: American Probation and Parole Association. Please e-mail for wire transfer information.

Payment: Check

VISA MC AMEX cc# _____

Security Code _____ Expiration Date _____

Signature/Date _____

Name (as it appears on card) _____

All sponsorship materials and correspondences will be sent to:

American Probation and Parole Association
ATTN: Institute Sponsorship
1776 Avenue of the States
Lexington, KY 40511
Phone: (859) 244.8206 Fax: (859) 244-8001
Email: dwebb@csg.org

FOR INTERNAL USE ONLY

Date Executed _____

Paid _____

Date _____

Entered _____