



Sponsorship Deck

Get set for exciting marketing opportunities in **New York** during APPA's 48th Annual Training Institute! **We are planning for 1800+ 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 Darling Webb at dwebb@csg.org or 859.244.8206.**

Benefit*	ALPHA Sponsor	BETA Sponsor	GAMMA Sponsor	DELTA Sponsor
INITIAL AVAILABILITY**	5	4	4	4
BASE PRICING	\$9,000	\$6,000	\$3,500	\$2,000
Commercial Spot (30 seconds) Opening Plenary Session	Included			
Sunday Reception in Expo Hall	Included			
Plenary Session (one session only) (a two-minute intro of keynote + logo in app and web guide)	Included			
Bag Stuffer (one item of your choice; <i>supplied by sponsor</i>)	Included	Included	Included	Included
Reception on Monday		Included		
Coffee Break (Monday or Tuesday)			Included	
Training Institute Event App and Web Guide	Included	Included	Included	
Training Institute Marketing Website	Included	Included	Included	Included
APPA Marketing Eblasts	Included	Included		
Opening Plenary Session Slide Deck	Included	Included	Included	
Page in App and Web Guide (logo, banner, description, URL)	Included			
Gift Cards for Expo Hall Giveaways (<i>multiple: \$5, \$10, \$25 and one \$100</i>)				Included
Social Media Logo and Posts				Included
Floor Clings (three each)				Included

A La Carte Sponsorships (see online reservation form)

Open to All

Women's Symposium (<i>Saturday event – premier sponsor</i>)	\$10,000
**Women's Symposium (<i>contributing sponsors</i>)	\$2,500
Board Luncheon (<i>two-minute presentation + handouts</i>)	\$3,000
Wi-Fi Service	\$2,500
**Career Fair (<i>For Formerly Incarcerated Individuals</i>)	\$2,500
Live Streaming	\$2,000
Charging Station	\$2,000
Attendee Badges	\$1,500
Lanyards (<i>supplied by sponsor</i>)	\$1,500
Water Bottles (<i>supplied by sponsor</i>)	\$1,500
Hand Sanitizer (<i>supplied by sponsor</i>)	\$1,500
Partnership BOGO	\$1,000
**Bag Stuffer	\$500
**Bingo Game	\$500
**Floor Clings	\$500
**APPA Awards – (<i>Member of the Year, Line Officer of the Year, President's, Walter Dunbar Memorial, Victims' Services</i>) <i>Your logo on plaque and pictures with winners.</i>	\$500

****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.***

PAYMENT IS DUE 30 DAYS PRIOR TO THE EVENT.

[RESERVE YOUR SPONSORSHIPS](#)

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