

# Sponsorship Deck

Get set for exciting marketing opportunities in **Indianapolis** during APPA's 49<sup>th</sup> Annual Training Institute! **We are planning for 1,000+ 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	-	-	-
One (1) Meeting Room for Duration of Training Institute <i>Full day – June 29 &amp; 30</i>	Included	-	-	-	-
Main Stage Production <i>(sponsor our IMAG capabilities – includes a sign with sponsor's branding for the duration of event)</i>	Included	-	-	-	-
Sunday Reception in Expo Hall	Included	Included	-	-	-
Plenary Session – One Session Only <i>(a two-minute intro of keynote, plus sponsor logo in app and web guide)</i>	Included	Included	-	-	-
Bag Stuffer <i>(one item of your choice, supplied by sponsor)</i>	Included	Included	Included	Included	Included
Reception on Monday	-	-	Included	-	-
Coffee Break <i>(Sunday or Monday)</i>	-	-	-	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	Included	Included	Included	Included	-
Page in App and Web Guide <i>(logo, banner, description, URL)</i>	Included	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 <i>(three each)</i>	-	-	-	-	Included

~ A La Carte Sponsorships ~ (see online reservation form)	Open to All
Community Corrections Chase	\$5,000
Schedule at a Glance: <i>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.</i>	\$3,000
Yoga and/or Zumba Early Morning Sessions	\$2,500
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>	\$2,500
Wi-Fi Service	\$2,500
Live Streaming	\$2,000
Attendee Headshots: <i>exclusive exhibitor for complimentary attendee headshots</i>	\$2,000
Cellphone/Device Charging Station - Branded <b>*popular</b> Centralized/Added to Your Booth Location	\$2,000/\$2,500
Student Sponsorship: <i>gives a student the opportunity to attend the training institute</i>	\$1,200
Attendee Badges	\$1,000
Lanyards <i>(supplied by sponsor)</i>	\$1,000
Water Bottles <i>(supplied by sponsor)</i>	\$1,000
Exhibit Hall Scavenger Hunt <b>*popular</b> <i>(a great opportunity to highlight your company – items will be hidden within your exhibit booth in the Exhibit Hall, as attendees find this item and they will win a gift card/prize)</i>	\$1,000
** APPA Awards	\$500
** Bag Stuffer	\$500
** Floor Clings	\$500
** Exhibit Hall Interactive Bingo Game <b>*popular</b> <i>(an exceptional opportunity to network and market your product/service with attendees – attendees will be given a Bingo card with your company's logo on it, along with three questions to ask when visiting your booth. if they successfully ask those three questions, then you will place a sticker/stamp on your logo on their Bingo card to mark their visit at your booth complete. once an attendee has visited ALL exhibitors on their Bingo card, they will be entered to win a gift card/prize)</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.

**\*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.