

Sponsorship Opportunities



The year 2025 marks the 50th Anniversary of the American Probation and Parole Association (APPA) and we look forward to kicking off our golden year in Las Vegas, Nevada. Get set for exciting marketing opportunities in Las Vegas during APPA's 2025 Winter Training Institute! We expect to attract upwards of 2,000 pretrial, probation, and parole practitioners and others interested in the field. In addition to the sponsorship packages listed below, customized partnerships are available. For more information, please contact Darlene Webb by email at dwebb@csg.org or by phone at 859-244-8206.

SPONSORSHIP LEVELS	PREMIER Sponsor	HIGH ROLLER Sponsor	JACKPOT Sponsor	BLACKJACK Sponsor
AVAILABILITY/PRICING	1 Available \$150,000	1 Available \$25,000	3 Available \$8,000	4 Available \$6,000
30 Second Commercial in the Opening Plenary Session	Included	-	-	-
30 Second Commercial in a Plenary Session	-	Included	-	-
30 Second Commercial in APPA Training Institute App	Included	Included	Included	-
One Meeting Room Available for the Duration of the Training Institute	Included	Included	-	-
Main Stage Production: sponsor our IMAG capabilities – includes a sign with sponsor's branding for the duration of the training institute	Included	-	-	-
Company Message: a two-minute message during a plenary session	Included	Included	-	-
Expo Hall Reception: verbal recognition in the Expo Hall	Included	Included	Included	-
Coffee and Carbs in the Expo Hall: Monday and Tuesday	Included	-	-	Included
Gift Cards for Expo Hall Giveaways: Multiples of \$5, \$10, and \$25 gift cards, and one \$100 gift card	Included	Included	Included	-
Bag Stuffer: one item of your choice to be included in attendee bags upon check-in, item must be supplied by sponsor	Included	Included	Included	Included
Business/Company Page in APPA Training Institute App: to include business/company logo, banner, description, and URL	Included	Included	Included	Included
Business/Company Logo on Training Institute Website and Training Institute Marketing Eblasts	Included	Included	Included	-
Business/Company Logo on Opening Plenary Slides	Included	Included	Included	Included
Acknowledgement on Social Media Logo	Included	Included	-	-
Business/Company Logo on Attendee Badges	Included	-	-	-
Exhibit Interactive Bingo – POPULAR	Included	Included	Included	Included
Three Customized Benefits: based on availability and approval	Included	-	-	-
One Customized Benefit: based on availability and approval	-	Included	-	-

Sponsorship Opportunities



Sponsorship opportunities give our company partners opportunities for relationship building and the extra publicity to help increase visibility. **There is nothing better than being face to face with hundreds of leaders and decisionmakers who want to learn about the products and services your company may offer to enhance their work in the field.** You don't want to miss this valuable opportunity! **In addition to the sponsorship packages listed below, customized partnerships are available. For more information, please contact Darlene Webb by email at dwebb@csg.org or by phone at 859-244-8206.**

A La Carte Sponsorship Opportunities (see online reservation form)	AVAILABLE TO ALL
Keynote Speaker: <i>sponsor one keynote speaker</i>	\$25,000
Career Fair: <i>Tuesday, January 28, 2025 from 9am – 1pm PST</i>	\$5,000
First Time Attendees Networking Event: <i>includes signage and welcome remarks</i>	\$2,500
Leadership Institute: <i>includes signage and welcome remarks</i>	\$2,500
Wi-Fi Service	\$2,500
Health and Wellness Lounge: <i>includes signage in the designated health and wellness lounge</i>	\$2,500
Need Assistance? T-Shirts (sponsor responsible for all costs associated with sponsorship): <i>Be a part of the attendee experience and sponsor our ambassador program with a "Need Assistance?" t-shirt where your logo will be displayed alongside APPA's.</i>	\$2,500
Attendee Headshots: <i>exclusive exhibitor for complimentary attendee headshots</i>	\$2,500
Cellphone/Device Charging Station: POPULAR <i>(centralized/at your business/company booth)</i>	\$2,000/\$2,500
Lanyards (sponsor responsible for all costs associated with sponsorship)	\$1,500
Water Bottles (sponsor responsible for all costs associated with sponsorship)	\$1,200
Conference Bags (sponsor responsible for all costs associated with sponsorship)	\$1,200
Business/Company Logo Floor Clings: <i>three each, per sponsorship</i>	\$1,000
APPA Awards: <i>business/company logo included on the awards plaque, and photo op with awardee</i>	\$500
Bag Stuffer	\$500
Exhibit Hall Interactive Bingo Game: POPULAR – see page one	\$500

RESERVE YOUR SPONSORSHIP

** 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.*

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