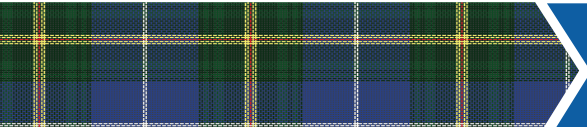




2024-25  
**SPONSORSHIP  
OPPORTUNITIES**

**35th Annual Conference**  
**CANADIAN ASSOCIATION  
OF POLICE GOVERNANCE**

CAPG.CA



AUGUST 8-11 · HALIFAX, NS





CAPG 35TH ANNUAL CONFERENCE

# Where **Governance** Meets **Public Safety**

TRANSFORMING POLICING IN CANADA

AUGUST 8 - 11, 2024

## **CAPG 34TH** **Annual Conference Aug 8-11, 2024**

### **Westin Nova Scotian Hotel & Conference Centre**

The Canadian Association of Police Governance (CAPG) Conference is the leading educational event in the police governance sector in Canada. The CAPG Annual Conference is held over a three-day period during which delegates are encouraged to network, discuss, engage and discover the rich community we continue to foster.

We are excited to offer our highly regarded in-person conference format on the historic shores of the Atlantic Ocean. To maintain the affordability, ease, and interactive nature of our event, we will simultaneously offer a virtual option to our delegates.

We are also excited to partner with the First Nations Police Governance Council who will also be holding their conference at the same venue on August 8 during the day.

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## ABOUT CAPG: Who We Are

The Canadian Association of Police Governance (CAPG) is the only national organization dedicated to excellence in police governance in Canada. Founded in 1989 with the goal to improve the effectiveness of civilian bodies that govern local police services, we have since grown to represent 80% of municipal police service oversight bodies throughout Canada.

**500**

**Directors**

**30,000**

**Sworn  
Officers**

**12,000**

**Civilian  
Officers**

**80%**

**of Canadian Municipal Police  
Services with civilian oversight  
are represented by CAPG**

### OUR Mission

The Canadian Association of Police Governance works collaboratively and proactively with members and partners to enhance civilian governance of policing in Canada.

### OUR Reach

As a national association, CAPG has a wide reach with a diverse audience. We connect with decision makers, police board and commission members, chiefs of police, business leaders, academics and government officials throughout the country. CAPG has over 80 active member organizations representing more than 500 directors, 30,000 sworn officers and 12,000 civilian officers across Canada.

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# FIRST NATIONS Partnerships



The First Nations Police Governance Council (Council) is a unique partner within the Canadian Association of Police Governance (CAPG). The mandate of the FNPGC is to provide a focus on First Nations governance issues on a national level. The Council provides a forum for all First Nations Police Governance Boards to provide input and access resource information on First Nations police governance models and practices. The Council acts as an advocate in areas on First Nations police governance requirements.

We are excited FNPGC will be hosting their conference at The Westin Nova Scotian on August 8 with a wide range of topics and presentations for its members and CAPG members (conference fee separate from CAPG fee).

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# CAPG Why Choose Us?

Public scrutiny of policing has placed increased demands on municipal, provincial, and national police services, and consequently on their boards and commissions, resulting in a need for constant information exchange and training for members of police governing bodies. The CAPG is the sole venue for this exchange. CAPG offers many resources to Canada's police governance community, including a variety of webinars, governance summits, publications, events and an elearning portal that is exclusively for members.

Since 1989, we have helped develop a network for police governance throughout Canada. Policing is a 15 billion dollar sector, and CAPG works diligently to improve police governance and public safety by engaging with Canada's diverse communities and police services.



CAPG HAS MORE THAN

80

ACTIVE MEMBER  
ORGANIZATIONS  
ACROSS CANADA

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**CAPG**  
CANADIAN ASSOCIATION  
OF POLICE GOVERNANCE

# SPONSORSHIP Benefits



## CONSUMER INFLUENCE & PERCEPTION Credibility

Enhance your reputation and forge a stronger relationship within the police governance membership community by aligning your support towards building a strong police governance model in Canada.



## CONNECT WITH A NATIONAL AUDIENCE Build Connections

Engage with leading voices in police governance and gain access to the latest research, discussions and presentations relevant to police governance and public safety.



## CROSS-CANADA EXPOSURE Brand Visibility

Elevate your company's brand through CAPG events. Your company name and logo will be promoted on publications including the CAPG public website, social media and at the event itself.

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## COMMUNICATIONS Strategy

Communications and marketing efforts will create maximum awareness and position the 2024 CAPG Conference on the national stage. The strategy will combine and integrate the following elements:

### MARKETING COLLATERAL

Branded electronic materials will be used to endorse our conference, highlighting key activities and speakers. These will be shared via direct email and the conference website.

### MEDIA COVERAGE

CAPG events are covered by various national media publications.

### SOCIAL MEDIA

LinkedIn, X and Facebook will all play a major role in the campaign. Event hashtags will be utilized to encourage delegate interaction and enhance audience participation and engagement.

### WEBSITE

In addition to serving as a key marketing tool, the website is the premier source of conference information and is updated regularly.

### DIRECT MARKETING

Frequent email blasts update registered delegates with general information, latest news, key dates, and program and speaker details. This ensures delegates remain engaged leading up to the conference.

# SHOWCASE Your Brand

## Exhibitor Package \$2,000

Exhibitors are given an exclusive opportunity to build a dedicated space to express themselves and personally connect with delegates (Includes meals and all evening events.)



### Personal Contact

Bringing a face and name to your brand will foster relationships with your audience

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### Presence

Show your commitment and support the community that supports your business.

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### Education

Learn what's happening in police governance and how you can be part of it.

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### Generate Leads

A one-stop exhibition enables you to secure qualified leads in one place.

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### Buzz

With the attention of your audience, launch a new product, service or marketing campaign.

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### Sales

Promote new services or demonstrate new products and equipment.

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# CAPG CONFERENCE Sponsor Streams

## CHAMPION SPONSOR \$15,000

Prioritized listing as a Champion Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report. Also includes:

- Five-minute speaking opportunity to introduce one keynote speaker
- One complimentary conference registration including evening events
- One free virtual conference registration (for up to 5 people)
- One insert in delegate welcome bags
- Company logo featured on conference website and virtual attendee hub
- Logo on banner in plenary room
- Logo on poster at registration desk
- Logo and recognition at one evening activity
- Logo prominently featured on conference app
- Prioritized recognition on social media
- Optional exhibitor table

## ADVOCATE SPONSOR \$10,000

Prioritized listing as an Advocate Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report. Also includes:

- Listing on website and virtual attendee hub
- One free virtual conference registration (for up to 5 people)
- Logo on banner in plenary room
- Logo featured on conference app
- Recognition on CAPG's social media profile

## CULTIVATOR SPONSOR \$5,000

Listing as a Cultivator Sponsor on all promotional material including online media, including the conference website, program and/or schedule, e-blasts and post-conference report. Also includes:

- Logo on banner in plenary room
- Recognition on CAPG's social media
- Logo featured on conference app

## FRIEND SPONSOR \$1,000

Listing as a Friend Sponsor on all promotional material including online media, including the conference website, program and/or schedule,

## SPONSOR A Conference Event

Pre-Conference Workshop for new Board & Commission Directors	\$2,000
Welcome Reception at Alexander Keith's Brewery	\$2000
Coffee Breaks (each x5)	\$1000
Lunch (each x2)	\$3,500
Dinner Pier 21	\$7,500

Contact us to create a customized sponsorship package.

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# ADDITIONAL SPONSORSHIP AND Cross-Promotion Opportunities

## MORE ADVERTISING = MORE DISCOUNTS

If you are interested in advertising through multiple CAPG outlets, please contact us to discuss how we can meet your advertising needs and to apply further discounts to your unique package.



### CROSS-PROMOTION SPONSORSHIPS

Promote your event or business on our platform and vice-versa. Contact us for specific pricing and sizes of our crosspromotional packages.



### MEDIA SPONSORSHIPS

Promote our events on your platform and have your logo showcased as a Media Sponsor on our website and in conference promotional material.



### MONTHLY WEBINAR SERIES

Our twice-monthly webinars bring many national police governance stakeholders and partners together to explore a variety of themes of interest to our community. Our aim is to provide concrete resources to boards and other stakeholders to help in the development of effective governance.



### QUORUM - WEEKLY GOVERNANCE NEWSLETTER

CAPG's popular in-depth weekly news clipping service is offered to our growing extended community of over 1,400 subscribers. Through Quorum, you have the chance to build awareness and recognition of your brand among hundreds of police governance professionals. Quorum has an open rate 3% higher than the industry average.

# HOST CANADA'S ONLY NATIONAL POLICE Governance Conference in Your City!

## A UNIQUE OPPORTUNITY TO SHOWCASE THE WORK YOU'RE DOING IN POLICE GOVERNANCE

Together, the Host and CAPG have a unique opportunity to showcase Canadian governance of policing at its very best. That's why your branding and expertise will be featured throughout the conference to provide insight support, credibility and networking opportunities for everyone. Some of those opportunities include:

- Working with the CAPG Conference Committee and Executive Director to oversee all aspects of planning, budgeting and the development of the conference program.
- Showcase your organization with opportunities such as speaker introductions, exhibitor tables and off site functions.
- Enjoy complimentary conference registrations for your Board, including evening activities.
- Have your logo featured in all promotional material, on any virtual platforms and in person throughout the venue.

### REQUEST AN RFP PACKAGE

For more information on the current benefits, duties and financial obligations involved in hosting a future conference, please contact us.

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**CONTACT US**

Stephen Reid, Executive Director  
Email: [sreid@capg.ca](mailto:sreid@capg.ca) | X: @csdreid

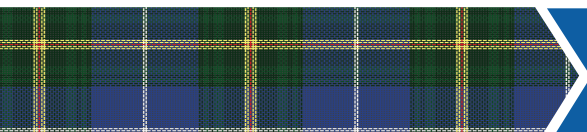
Logan MacInnis, Communications  
Email: [communications@capg.ca](mailto:communications@capg.ca)

Contact us to build your custom sponsorship experience or claim your Sponsorship Package now



**Canadian Association of Police Governance**

78 George Street, Suite 204  
Ottawa, Ontario K1N 5W1  
T: (613) 344-2384 | F. (613) 344-2385



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