

Major County Sheriffs of America 2018 Partnership Program

“LEADING THE WAY FOR A SAFER AMERICA”

Overview:

The Major County Sheriffs of America (MCSA), is a professional association of elected sheriffs representing counties or parishes with a population of 500,000 or more. We are dedicated to preserving the highest integrity in law enforcement as our membership serves approximately 100 million Americans.

We are committed to promoting a greater understanding of law enforcement strategies which addresses both current and future challenges facing the members of our association. We are advancing legislative issues which includes advisory roles that will enhance the safety of our communities. Many of these legislative issues are also of critical importance to our corporate partners and we welcome your input as we advance our common interests.

MCSA also aggressively pursues the development of innovative education along with prevention and enforcement programs

The MCSA corporate partnership is built on personal relationships between our members, their staffs, and our partners. This is an opportunity to not only develop relationships and contacts, but also increase your exposure to our members and other public safety professionals.

Mission:

America's largest sheriffs' offices united to ensure public safety in the communities we are elected to serve.

Purpose:

The Major County Sheriffs of America is a united and powerful voice of community leaders on issues of public concern through:

- **Sense of Urgency:** Serving with speed and accuracy for maximum positive outcomes because America's safety is always at stake.
- **Communication:** Delivering real time, relevant communications with stakeholders using all state of the art systems.
- **Education:** Develop and promote innovative law enforcement and detention training.
- **Advocacy:** Educate and foster relationships with legislators, government agencies, and stakeholders while proactively identifying relevant issues.
- **Research:** Establish standards and processes based upon science, technology, and time proven best practices with public and private partnerships.

Partnership Objective:

MCSA has a strong sponsorship program. This includes our plan to become the "best partner in the industry" with corporate supporters.

One of the ways we do this is through our efforts to understand each sponsor's business goals and determine how we can help best achieve these goals and find alignment with MCSA's goals. This is part of the discussion to structure an ongoing relationship.

Without strong partners, our success cannot happen. Corporate partners can help MCSA in several ways:

- Financial Support
- Marketing
- Operational Assistance (i.e. event planning expertise)
- Value-in-Kind (VIK) products and services

The "MCSA Partner Program" consists of the following:

- Platinum Level
- Gold Level
- Silver Level
- Bronze Level
- Educational Partner

Platinum Level

The highest level for a limited number of partners with each receiving special benefits on an annual basis.

A partnership fee of \$35K annually is required to become a Platinum Partner. This fee may be based on financial support, VIK, or a combination of both.

Access to Members

- Attendance at Winter and Summer conferences (up to five representatives) and all conference related events unless session or event is law enforcement sensitive
- Invitation for private meeting with the Executive Board at conferences
- Pre-conference attendee list for both conferences
- Article in newsletter- Not just product marketing opportunity, but educational in nature.
- Webinar opportunities
- Speaking opportunity at a conference dependent on training and event agenda
- Access to additional MSCA meetings, training and seminar opportunities

Branding Opportunities

- Special Platinum visibility at MSCA member events
 - Individual Posters, Screen Saver, Verbal Acknowledgement, Attendee Bag Insert, Lanyard Branding)
- Exclusive recognition at both semi-annual meeting events (reception, lunch or dinner) with introduction and opportunity to briefly address attendees
- Prominent visibility on MSCA website including a link to and from partner's site
- Use of MSCA logo and name (approval necessary for specific application if other than listing and link on website, etc.) such as in advertisements, co-branded shirts, premium items, etc. The official descriptor must be

used with the logo and/or name according to the approved partner designation logo.

- Partnership recognition in each MCSA quarterly newsletter
- Partnership recognition when appropriate with member email blasts

Gold Level

The second highest level for a limited number of partners with each receiving special benefits on an annual basis.

A partnership fee of \$20K annually is required to become a Gold Partner. This fee may be based on financial support, VIK, or a combination of both.

Access to Members

- Attendance at Winter and Summer conferences (up to four representatives) and all conference related events unless session or event is law enforcement sensitive
- Invitation for private meeting with the Executive Board at conferences
- Pre-conference attendee list for both conferences
- Article in newsletter- Not just product marketing opportunity, but educational in nature
- Webinar opportunities
- Access to additional MCSA meetings, training and seminar opportunities

Branding Opportunities

- Special Gold visibility at MCSA member events
 - Gold Partner Group Posters, Screen Saver, Verbal Acknowledgement, Attendee Bag Insert
- Special visibility on MCSA website including a link to and from partner's site

- Use of MCSA logo and name (approval necessary for specific application if other than listing and link on website, etc.) such as in advertisements, co-branded shirts, premium items, etc. The official descriptor must be used with the logo and/or name according to the approved partner designation logo.
- Partnership recognition in each MCSA quarterly newsletter
- Partnership recognition when appropriate with member email blasts

Silver Level

The Silver level is for a limited number of partners with each receiving special benefits on an annual basis.

A partnership fee of \$10K annually is required to become a Silver Partner. This fee may be based on financial support, VIK, or a combination of both.

Access to Members

- Attendance at Winter and Summer conferences (up to three representatives) and all conference related events unless session or event is law enforcement sensitive
- Pre-conference attendee list for both conferences
- Article in newsletter- Not just product marketing opportunity, but educational in nature.
- Webinar opportunities
- Access to additional MCSA meetings, training and seminar opportunities

Branding Opportunities

- Special Silver visibility at MCSA member events
 - Silver Partner Group Posters, Screen Saver, Verbal Acknowledgement, Attendee Bag Insert
- Link on MCSA website and link to MCSA from partner site
- Use of MCSA logo and name (approval necessary for specific application if other than listing and link on website, etc.) such as in advertisements, co-branded shirts, premium items, etc. The official descriptor must be used with the logo and/or name according to the approved partner designation logo.

- Partnership recognition in each MCSA quarterly newsletter
- Partnership recognition when appropriate with member email blasts

Bronze Level

The Bronze level is for a limited number of partners with each receiving special benefits on an annual basis.

A partnership fee of \$5K annually is required to become a Bronze Partner. This fee must be based on financial support. A partner at this level may also provide product and/or services to showcase their solutions.

Access to Members

- Attendance at Winter and Summer conferences (up to two representatives) and all conference related events unless session or event is law enforcement sensitive
- Pre-conference attendee list for both conferences
- Webinar opportunities
- Access to additional MCSA meetings, training and seminar opportunities

Branding Opportunities

- Special Bronze Group visibility at MCSA member events
 - Bronze Partner Group Posters, Screen Saver, Verbal Acknowledgement, Attendee Bag Insert
- Link on MCSA website and link to MCSA from partner site
- Use of MCSA logo and name (approval necessary for specific application if other than listing and link on website, etc.) such as in advertisements, co-branded shirts, premium items, etc. The official descriptor must be used with the logo and/or name according to the approved partner designation logo.
- Partnership recognition in each MCSA quarterly newsletter
- Partnership recognition when appropriate with member email blasts

Educational Partner

This is a partnership allowing educational organizations to reach our members for unique offers for their University programs. A learning partner must offer not only educational sessions, but undergraduate and graduate degree programs. Each learning partner offer will be evaluated by the MCSA Board for approval to become designated as an MCSA Educational Partner. Part of this review involves meeting National or Regional accreditation criteria.

The partnership fee to become an educational partner is \$2.5K on an annual basis. Additional financial support may be provided to become a high-level partner which provides enhanced benefits.

For further information or to discuss partnership opportunities, please contact MCSA Executive Director, Kimberly Wagner at kimberlyjwagner2@gmail.com or on 703-778-1381.