



Major County Sheriffs of America

CORPORATE PARTNERSHIP PACKAGE

2025



ABOUT US

The Major County Sheriffs of America (MCSA) is a professional association of sheriffs offices with a minimum of 700 employees serving counties with a population of 400,000 or more. We are dedicated to preserving the highest integrity in law enforcement as our membership serves more than one third of the country.

We are committed to promoting a greater understanding of law enforcement strategies which address current and future challenges facing the members of our association.

Independently, and in a wide range of advisory roles, we are actively advancing legislative issues, many of which are also of critical importance to our corporate partners, to enhance the safety of our communities. MCSA also aggressively pursues the development of innovative educational, prevention, and enforcement programs. We welcome your input as we advance our common interests.

TERMS OF CONDUCT FOR MCSA PARTNERSHIP

PAYMENT

Partnership payment must be made, in full, prior to registering any attendees for a conference. If payment is not received prior to an MCSA event, there will be no admittance for attendees.

KNOW THE RULES

Every conference/event attendee from your company is responsible for being fully aware of and upholding the contractual agreement your company makes requiring adherence to the MCSA terms of conduct for partnership. These terms will be strictly enforced.

Any personal attacks, derogatory language, harassment, or any form of disruptive behavior that may impede the conference's positive and collaborative environment will be investigated and addressed.

SCHEDULING PRIVATE EVENTS & MEETINGS

Corporate Partners are prohibited from scheduling any on-site or off-site meetings, meals, or social events with our member Sheriffs during any scheduled MCSA event at our conferences (including all meals and receptions.) Partners who violate this term will forfeit the remainder of their partnership benefits for the year.

ADDITIONAL CONFERENCE ATTENDEES

Each company may only register the maximum number of complimentary attendees for each conference at your partner level. Paying for additional attendees or sharing attendance spots among several employees who intend to participate on different days is prohibited.

ATTENDANCE OF SIGNIFICANT OTHERS

Partners may register a significant other to attend a conference only if that guest is using an official complimentary Corporate Partner spot (counts toward company total). They may not register for an additional cost, nor register for only receptions/events.

Unless specifically invited in writing by MCSA, uncredentialed/unregistered significant others are prohibited from attending ANY portion of any meal, reception, or event associated with our conferences and meetings. If a registered attendee brings an unregistered guest, both will be denied access/removed from the event and will place the partnership in jeopardy of revocation.

MCSA LOGO USAGE

Current partners in good standing may use the MCSA logo and name along with a link to www.mcsheriffs.com on their website to highlight the partnership.

Use of the MCSA logo in other applications such as in ads, co-branded wearables, premium items, etc. must be approved by MCSA. MCSA should be contacted prior to the use of the logo to ensure the proper file & format is utilized.

UNAVOIDABLE CHANGES

Should there be a need to switch from an in-person to a virtual format for any conference or event due to circumstances beyond our control, the limit on number of attendees from each partner company or agency will be suspended.

MAJOR COUNTY SHERIFFS OF AMERICA
P.O. BOX 81762 | ROCHESTER, MI 48308
703-447-0450 | mcsheriffs.com

WHY PARTNER

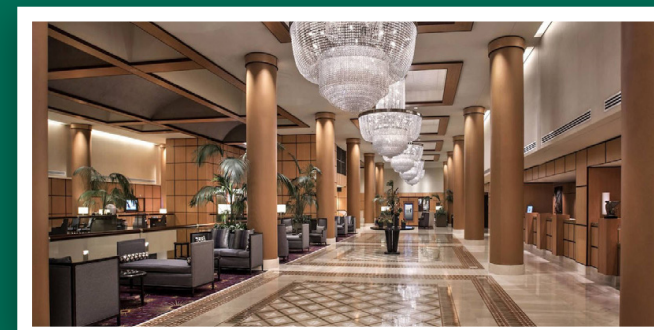
As our Corporate Partner, you will unite with MCSA to form a powerful voice on issues of public concern in the law enforcement community. Through your partnership with MCSA you will build long-lasting and mutually beneficial relationships with our member Sheriffs and their team. With exclusive access to the Major County Sheriffs, you will have the opportunity to work together to achieve common goals of communication, education, advocacy and research, and become thought leaders in the industry.

THE FOLLOWING PARTNERSHIPS ARE BEING OFFERED IN 2025:

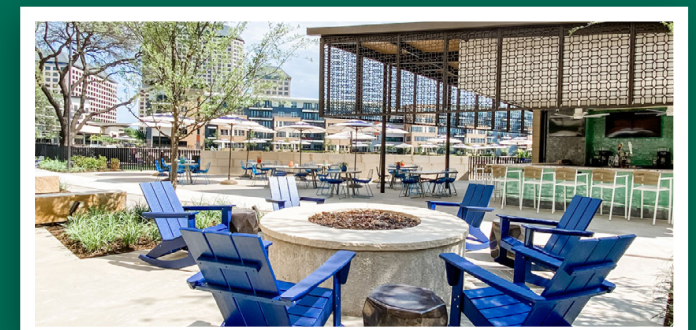
5 at Sheriff Level.....	\$150,000
5 at Chief Deputy Level	\$75,000
10 at Major Level	\$50,000
10 at Captain Level	\$35,000
10 at Lieutenant Level.....	\$25,000
10 at Sergeant Level	\$15,000
5 at Deputy Level*	\$10,000
Association Wellness	Negotiated

*Deputy Level is an introductory **ONE-YEAR-ONLY** partnership and is available only to companies that have not previously partnered with MCSA.

2025 MCSA CONFERENCES



POLICY CONFERENCE
JW MARRIOTT | WASHINGTON D.C.
JANUARY 27-29



ANNUAL CONFERENCE
OMNI LAS COLINAS | DALLAS, TX
SEPTEMBER 22-24

6
CONFERENCE
ATTENDEES

1
MINUTE
VIDEO
-OR-
SPEAKING
OPPORTUNITY

Full
PAGE
PROGRAM AD

ADVANCE
CONFERENCE
REGISTRATION

150k SHERIFF

Maximum of (5) companies at the Sheriff level

SHERIFF LEVEL BENEFITS

- Six complimentary registrations at both the 2025 Policy Conference and 2025 Annual Conference
- Choice of addressing conference attendees with brief remarks from the stage or playing a one-minute video
- Named sponsorship of one scheduled event or meeting at an MCSA gathering in 2025. Available events/meetings are secured on a first come, first served basis by consulting the MCSA Executive Director
- Pre-conference attendee registration list (name, title, agency/company, state) emailed to company's main contacts and registered attendees one week prior to the conference
- A full slide recognition during cycling PowerPoint at events
- Logo on partner banner at conferences
- Full-page ad in conference program
- Participation in Sheriff and VIP Guest Welcome Bags
 - Items are intended for Sheriffs and VIP Guests only and are your responsibility to ship directly to the hotel or event space no sooner than 3 days prior to the event (hotel handling charges may apply)*
- Advance conference registration & hotel reservation opportunity prior to general opening to partners below Chief Deputy level
- Participation in the Corporate Partner Roundtable at any conference at which it is offered
- Custom Sheriff level lapel pin for each conference attendee
- **NEW:** Opportunity to submit video content once per quarter that will be posted on MCSA's YouTube channel and shared via social media
- Inclusion in the Partner Resource Guide (must be paid in full by production date to be included)
- Partnership recognized on MCSA website with link to your website
- Partnership recognized on MCSA mobile app
- Permission to utilize MCSA logo on marketing materials and your company website to highlight partnership, per agreed upon guidelines

Conference Program Ad Dimensions: 8.5"w x 11"h (add .25" for full bleed)

75k CHIEF DEPUTY

Maximum of (5) companies at the Chief Deputy level

CHIEF DEPUTY LEVEL BENEFITS

- Five complimentary registrations at both the 2025 Policy Conference and 2025 Annual Conference
- 1-minute video to be played during conferences
- Pre-conference attendee registration list (name, title, agency/company, state) emailed to company's main contacts and registered attendees one week prior to the conference.
- A full slide recognition during cycling PowerPoint at events
- Logo on partner banner at conferences
- A full-page ad in conference program
- Participation in Sheriff and VIP Guest Welcome Bags
 - Items are intended for Sheriffs and VIP Guests only and are your responsibility to ship directly to the hotel or event space no sooner than 3 days prior to the event (hotel handling charges may apply)*
- Advance conference registration & hotel reservation opportunity prior to general opening to lower level partners
- Participation in the Corporate Partner Roundtable at any conference at which it is offered
- Custom Chief Deputy level lapel pin for each conference attendee
- **NEW:** MCSA will host a webinar with experts from your company (topic requires MCSA approval) and promote the webinar to all member agencies and other relevant law enforcement partners
- **NEW:** Opportunity to submit video content once per quarter that will be posted on MCSA's YouTube channel and shared via social media
- Inclusion in the Partner Resource Guide (must be paid in full by production date to be included)
- Partnership recognized on MCSA website with link to your website
- Partnership recognized on MCSA mobile app
- Permission to utilize MCSA logo on marketing materials and your company website to highlight partnership, per agreed upon guidelines

Conference Program Ad Dimensions: 8.5"w x 11"h (add .25" for full bleed)

5
CONFERENCE
ATTENDEES

1
MINUTE
VIDEO

Full
PAGE
PROGRAM AD

1
MCSA-HOSTED
WEBINAR
EXCLUSIVE TO
CHIEF DEPUTY LEVEL
ONLY

ADVANCE
CONFERENCE
REGISTRATION

4
CONFERENCE
ATTENDEES

30
SECOND
VIDEO

Half
PAGE
PROGRAM AD

LOGO + LINK
ON MCSA
WEBSITE

50k MAJOR

Maximum of (10) companies at the Major level

MAJOR LEVEL BENEFITS

- Four complimentary registrations at both the 2025 Policy Conference and 2025 Annual Conference
- Pre-conference attendee registration list (name, title, agency/company, state) emailed to company's main contacts and registered attendees one week prior to the conference
- 30-second video to be played during conferences
- Recognition during cycling PowerPoint at events
- Logo on partner banner at conferences
- A half-page ad in conference program
- Participation in Sheriff and VIP Guest Welcome Bags
 - Items are intended for Sheriffs and VIP Guests only and are your responsibility to ship directly to the hotel or event space no sooner than 3 days prior to the event (hotel handling charges may apply)*
- Participation in the Corporate Partner Roundtable at any conference at which it is offered
- Custom Major level lapel pin for each conference attendee
- **NEW:** Opportunity to submit video content once per quarter that will be posted on MCSA's YouTube channel and shared via social media
- Inclusion in the Partner Resource Guide (must be paid in full by production date to be included)
- Partnership recognized on MCSA website with link to your website
- Partnership recognized on MCSA mobile app
- Permission to utilize MCSA logo on marketing materials and your company website to highlight partnership, per agreed upon guidelines

Conference Program Ad Dimensions: 7.5"w x 4.875"h

35k CAPTAIN

Maximum of (10) companies at the Captain level

CAPTAIN LEVEL BENEFITS

- Three complimentary registrations at both the 2025 Policy Conference and 2025 Annual Conference
- Pre-conference attendee registration list (name, title, agency/company, state) emailed to company's main contacts and registered attendees one week prior to the conference
- Recognition during cycling PowerPoint at events.
- Logo on partner banner at conferences
- A quarter-page ad in conference program
- Participation in Sheriff and VIP Guest Welcome Bags
 - Items are intended for Sheriffs and VIP Guests only and are your responsibility to ship directly to the hotel or event space no sooner than 3 days prior to the event (hotel handling charges may apply)*
- Participation in the Corporate Partner Roundtable at any conference at which it is offered
- Featured partner for one month on the home page of the MCSA website with logo or custom graphic and paragraph (provided by you) with link to landing page of your choice
- Custom Captain level lapel pin for each conference attendee
- Inclusion in the Partner Resource Guide (must be paid in full by production date to be included)
- **NEW:** Opportunity to submit video content once per quarter that will be posted on MCSA's YouTube channel and shared via social media
- Partnership recognized on MCSA website
- Partnership recognized on MCSA mobile app
- Permission to utilize MCSA logo on marketing materials and your company website to highlight partnership, per agreed upon guidelines

Conference Program Ad Dimensions: 3.625"w x 4.875"h

3
CONFERENCE
ATTENDEES

1/4
PAGE
PROGRAM AD

1
MONTH
AS FEATURED
PARTNER
ON MCSA
WEBSITE
HOME PAGE
EXCLUSIVE TO
CAPTAIN LEVEL
ONLY

2
CONFERENCE
ATTENDEES

1/8
PAGE
PROGRAM AD

LOGO ON
MCSA
WEBSITE

25k LIEUTENANT

Maximum of (10) companies at the Lieutenant level

LIEUTENANT LEVEL BENEFITS

- Two complimentary registrations at both the 2025 Policy Conference and 2025 Annual Conference
- Pre-conference attendee registration list (name, title, agency/company, state) emailed to company's main contacts and registered attendees one week prior to the conference
- Recognition during cycling PowerPoint at events
- Logo on partner banner at conferences
- 1/8th-page ad in conference program
- Participation in Sheriff and VIP Guest Welcome Bags
 - Items are intended for Sheriffs and VIP Guests only and are your responsibility to ship directly to the hotel or event space no sooner than 3 days prior to the event (hotel handling charges may apply)*
- Participation in the Corporate Partner Roundtable at any conference at which it is offered
- Custom Lieutenant level lapel pin for each conference attendee
- Inclusion in the Partner Resource Guide (must be paid in full by production date to be included)
- Partnership recognized on MCSA website
- Partnership recognized on MCSA mobile app
- Permission to utilize MCSA logo on marketing materials and your company website to highlight partnership, per agreed upon guidelines

Conference Program Ad Dimensions: 3.625"w x 2.3"h

15k SERGEANT

Maximum of (10) companies at the Sergeant level

SERGEANT LEVEL BENEFITS

- One complimentary registration at both the 2025 Policy Conference and 2025 Annual Conference
- Pre-conference attendee registration list (name, title, agency/company, state) emailed to company's main contacts and registered attendees one week prior to the conference
- Recognition during cycling PowerPoint at events
- Logo on partner banner at conferences
- Logo published in conference program
- Participation in Sheriff and VIP Guest Welcome Bags
 - Items are intended for Sheriffs and VIP Guests only and are your responsibility to ship directly to the hotel or event space no sooner than 3 days prior to the event (hotel handling charges may apply)*
- Participation in the Corporate Partner Roundtable at any conference at which it is offered
- Custom Sergeant level lapel pin for each conference attendee
- Inclusion in the Partner Resource Guide (must be paid in full by production date to be included)
- Partnership recognized on MCSA website
- Partnership recognized on MCSA mobile app
- Permission to utilize MCSA logo on marketing materials and your company website to highlight partnership, per agreed upon guidelines

1
CONFERENCE
ATTENDEE

LOGO IN
CONFERENCE
PROGRAM

INCLUDED IN
PARTNERSHIP
DIRECTORY

1
CONFERENCE
ATTENDEE

LOGO IN
CONFERENCE
PROGRAM

10k DEPUTY

FIRST YEAR INTRODUCTORY LEVEL ONLY

We invite a maximum of (5) NEW companies who have never previously partnered with MCSA to join us at the introductory Deputy level in 2025.

DEPUTY LEVEL BENEFITS

- One complimentary registration at both the 2025 Policy Conference and 2025 Annual Conference
- Pre-conference attendee registration list (name, title, agency/company, state) emailed to company's main contacts and registered attendees one week prior to the conference
- Recognition during cycling PowerPoint at events
- Logo on partner banner at conferences
- Logo published in conference program
- Custom Deputy level lapel pin for each conference attendee
- Partnership recognized on MCSA website
- Partnership recognized on MCSA mobile app
- Permission to utilize MCSA logo on marketing materials and your company website to highlight partnership, per agreed upon guidelines

*Deputy Level is an introductory **ONE-YEAR-ONLY** membership and is available only to companies that have never previously partnered with MCSA. Because this is considered a trial partnership, companies at this level will not be included in the Partner Directory distributed to our Member Sheriffs offices.*

Custom ASSOCIATION WELLNESS PARTNERSHIP

MCSA is proud to announce a unique opportunity for a new type of partnership with our association.

As the leaders of the largest Sheriff's Offices in the country, we recognize and understand the importance of prioritizing mental health and wellness for our Deputies and personnel. However, we must also ensure that Sheriffs themselves receive adequate wellness support at the top.

MCSA will be partnering with individuals and companies to help support our member Sheriffs with their own wellness. These partnerships will be at the discretion of MCSA leadership and can include monetary funding and/or in-kind services or resources to benefit, enhance, and support our leaders.

Should you be interested in this type of partnership, please contact MCSA Executive Director Megan Noland at mnoland@mcsheriffs.com.