



Major County Sheriffs of America

CORPORATE PARTNERSHIP PACKAGE

2023



ABOUT US

The Major County Sheriff of America (MCSA) is a professional association of elected sheriffs representing over 100 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 more than 130 million Americans.

TERMS OF CONDUCT FOR MCSA PARTNERS:

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.

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 not allowed.

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) without prior approval. Partners who violate this term will forfeit the remainder of their partnership benefits for the year and will not be eligible for future partnership opportunities with MCSA.

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.

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 advertisements, 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 most recent version is utilized.

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.

OUR MISSION

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

OUR PURPOSE

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

A 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 to 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.

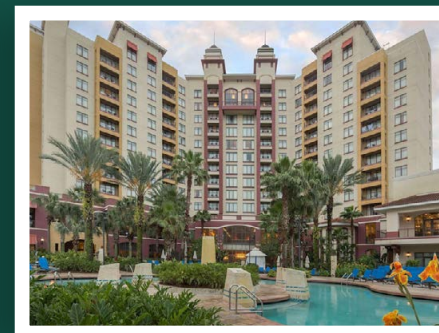
2023 MCSA CONFERENCES



WINTER CONFERENCE
WASHINGTON DC
JANUARY 30 - FEBRUARY 1



SUMMER CONFERENCE
SANTA BARBARA, CA
JUNE 11-14



FALL CONFERENCE
ORLANDO, FL
SEPTEMBER 18-20

Why Partner with MCSA

As a Corporate Partner, you will join MCSA in being a united and 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. With exclusive access to 100+ Major County Sheriffs, you will have the opportunity to work together to achieve common goals of communication, education, advocacy and research, and be seen as thought leaders in the industry.

Without strong partnerships, our success cannot happen. Corporate partners are essential in helping the Major County Sheriffs of America advance our mission and support the Member Sheriffs' goal of "Leading the Way for a Safer America."

THE FOLLOWING PARTNERSHIPS ARE BEING OFFERED IN 2023:

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



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

MAJOR COUNTY SHERIFFS OF AMERICA
100 ESLINGER WAY, SANFORD, FL 32773 | 703-447-0450 | mcsheriffs.com

6
CONFERENCE
ATTENDEES

1
MINUTE
VIDEO
-OR-
SPEAKING
OPPORTUNITY

Full
PAGE
PROGRAM AD

ADVANCE
CONFERENCE
REGISTRATION

150k SHERIFF

Maximum of (5) corporate partners at the Sheriff level

SHERIFF LEVEL BENEFITS

- Six complimentary registrations at the 2023 Winter, Summer, and Fall conferences
- Option of a 1-minute video to be played during conferences, or the option of addressing the attendees during the conference with brief remarks
- **One customized benefit** designed in conjunction with MCSA during the 2023 year. Details on this benefit will be designed and discussed with MCSA leadership
- 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 Power Point at events as well as banner signage
- A full-page ad in conference program
- Participation in Sheriff and VIP Guest Swag Bags.
Items will be given to Sheriff and VIP Guests only and will be the responsibility of the corporate partner to ship directly to the hotel or event space no sooner than 5 days prior to the event
- Advance conference registration opportunity prior to general opening to partners
- Participation in the Corporate Partner Roundtable
- Custom Sheriff level lapel pin for each conference attendee
- Inclusion in the Partner Resource Guide (must be paid in full by production date to be included)
- MCSA Website Recognition with link to corporate partner website
- MCSA App Recognition
- Use of the MCSA logo by the corporate partner on marketing materials and website, per agreed upon guidelines
- Use of the corporate partner logo will used by MCSA for website and other materials

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

75k CHIEF DEPUTY

Maximum of (10) corporate partners at the Chief Deputy level

CHIEF DEPUTY LEVEL BENEFITS

- Five complimentary registrations at the 2023 Winter, Summer, and Fall conferences
- 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 Power Point at events as well as banner signage
- A full-page ad in conference program
- Participation in Sheriff and VIP Guest Swag Bags.
Items will be given to Sheriff and VIP Guests only and will be the responsibility of the corporate partner to ship directly to the hotel or event space no sooner than 5 days prior to the event
- Advance conference registration opportunity prior to general opening to partners
- Participation in the Corporate Partner Roundtable
- Custom Chief Deputy level lapel pin for each conference attendee
- Inclusion in the Partner Resource Guide (must be paid in full by production date to be included)
- MCSA Website Recognition with link to corporate partner website
- MCSA App Recognition
- Use of the MCSA logo by the corporate partner on marketing materials and website, per agreed upon guidelines
- Use of the corporate partner logo will used by MCSA for website and other materials

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

ADVANCE
CONFERENCE
REGISTRATION

4
CONFERENCE
ATTENDEES

30
SECOND
VIDEO

Half
PAGE
PROGRAM AD

LOGO + LINK
ON MCSA
WEBSITE

50k MAJOR

Maximum of (10) corporate partners at the Major level

MAJOR LEVEL BENEFITS

- Four complimentary registrations at the 2023 Winter, Summer, and Fall 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.
- 30-second video to be played during conferences
- Recognition during cycling Power Point at events as well as banner signage
- A half-page ad in conference program
- Participation in Sheriff and VIP Guest Swag Bags.

Items will be given to Sheriff and VIP Guests only and will be the responsibility of the corporate partner to ship directly to the hotel or event space no sooner than 5 days prior to the event

- Participation in the Corporate Partner Roundtable
- Custom Major level lapel pin for each conference attendee
- Inclusion in the Partner Resource Guide (must be paid in full by production date to be included)
- MCSA Website Recognition with link to corporate partner website
- MCSA App Recognition
- Use of the MCSA logo by the corporate partner on marketing materials and website, per agreed upon guidelines
- Use of the corporate partner logo will used by MCSA for website and other materials

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

25k CAPTAIN

Maximum of (10) corporate partners at the Captain level

CAPTAIN LEVEL BENEFITS

- Three complimentary registrations at the 2023 Winter, Summer, and Fall 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.
- Recognition during cycling Power Point at events as well as banner signage
- A quarter-page ad in conference program
- Participation in Sheriff and VIP Guest Swag Bags.

Items will be given to Sheriff and VIP Guests only and will be the responsibility of the corporate partner to ship directly to the hotel or event space no sooner than 5 days prior to the event

- Participation in the Corporate Partner Roundtable
- 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)
- MCSA Website Recognition
- MCSA App Recognition
- Use of the MCSA logo by the corporate partner on marketing materials and website, per agreed upon guidelines
- Use of the corporate partner logo will used by MCSA for website and other materials

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

15k LIEUTENANT

Maximum of (10) corporate partners at the Lieutenant level

LIEUTENANT LEVEL BENEFITS

- Two complimentary registrations at the 2023 Winter, Summer, and Fall 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.
- Recognition during cycling Power Point at events as well as banner signage
- 1/8th-page ad in conference program
- Participation in Sheriff and VIP Guest Swag Bags.

Items will be given to Sheriff and VIP Guests only and will be the responsibility of the corporate partner to ship directly to the hotel or event space no sooner than 5 days prior to the event

- Participation in the Corporate Partner Roundtable
- 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)
- MCSA Website Recognition
- MCSA App Recognition
- Use of the MCSA logo by the corporate partner on marketing materials and website, per agreed upon guidelines
- Use of the corporate partner logo will used by MCSA for website and other materials

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

10k SERGEANT

Maximum of (10) corporate partners at the Sergeant level

SERGEANT LEVEL BENEFITS

- One complimentary registration at the 2023 Winter, Summer, and Fall 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.
- Recognition during cycling Power Point at events as well as banner signage
- Logo published in conference program
- Participation in Sheriff and VIP Guest Swag Bags.

Items will be given to Sheriff and VIP Guests only and will be the responsibility of the corporate partner to ship directly to the hotel or event space no sooner than 5 days prior to the event

- Participation in the Corporate Partner Roundtable
- 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)
- MCSA Website Recognition
- MCSA App Recognition
- Use of the MCSA logo by the corporate partner on marketing materials and website, per agreed upon guidelines
- Use of the corporate partner logo will used by MCSA for website and other materials

1
CONFERENCE
ATTENDEE

LOGO IN
CONFERENCE
PROGRAM

INCLUDED IN
PARTNERSHIP
DIRECTORY

1
CONFERENCE
ATTENDEE

LOGO IN
CONFERENCE
PROGRAM

5k *New this year!* DEPUTY

FIRST YEAR INTRODUCTORY LEVEL ONLY

We invite a maximum of (5) NEW corporate partners who have not previously partnered with MCSA to join us at the introductory Deputy level in 2023.

DEPUTY LEVEL BENEFITS

- One complimentary registration at the 2023 Winter, Summer, and Fall 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.
- Recognition during cycling Power Point at events as well as banner signage
- Logo published in conference program
- Custom Deputy level lapel pin for each conference attendee
- MCSA Website Recognition
- MCSA App Recognition
- Use of the MCSA logo by the corporate partner on marketing materials and website, per agreed upon guidelines
- Use of the corporate partner logo will be used by MCSA for website and other materials

*Deputy Level is an introductory **ONE-YEAR-ONLY** membership and is available only to companies that have not previously partnered with MCSA. Members at this level will be able to observe, but not participate in, the Partner Roundtable at conferences and will not be included in the Partner Directory distributed to our Member Sheriff's offices.*



2023 Major County Sheriffs of America

CORPORATE PARTNERSHIP OPPORTUNITIES

	SHERIFF	CHIEF DEPUTY	MAJOR	CAPTAIN	LIEUTENANT	SERGEANT	DEPUTY
2023 Contribution	\$150,000	\$75,000	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Partner Capacity at Level	5	10	10	10	10	10	5
Comped Registrations at MCSA Conferences	6	5	4	3	2	1	1
Conference Benefit	1-min. video or speaking role at conference/events	1-min. video	30-sec. video	No	No	No	No
Custom MCSA Benefit	Yes	No	No	No	No	No	No
Conference Material Recognition <i>(Slide Show & Banner at Events)</i>	Full Slide	Full Slide	Yes	Yes	Yes	Yes	Yes
Ad in Program Materials	Full-Page 8.5"w x 11"h	Full-Page 8.5"w x 11"h	Half-Page 7.5"w x 4.875"h	Quarter-Page 3.625"w x 4.875"h	Eighth - Page 3.625"w x 2.3"h	Logo	Logo
Sheriff & VIP Guest Swag Bag Participation <i>(100 pieces)</i>	Yes	Yes	Yes	Yes	Yes	Yes	No
Advance Conference Registration	Yes	Yes	No	No	No	No	No
Partner Roundtable Participation	Yes	Yes	Yes	Yes	Yes	Yes	No
Custom Partner Lapel Pin	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Inclusion in Partner Resource Guide	Yes	Yes	Yes	Yes	Yes	Yes	No
MCSA Website Recognition	Yes, with Link	Yes, with Link	Yes, with Link	Yes	Yes	Yes	Yes
Website Homepage Spotlight	No	No	No	Yes	No	No	No
MCSA App Recognition	Yes	Yes	Yes	Yes	Yes	Yes	Yes