

# 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](mailto: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: <i>sponsor our IMAG capabilities – includes a sign with sponsor’s branding for the duration of the training institute</i>	Included	-	-	-
Company Message: <i>a two-minute message during a plenary session</i>	Included	Included	-	-
Expo Hall Reception: <i>verbal recognition in the Expo Hall</i>	Included	Included	Included	-
Coffee and Carbs in the Expo Hall: <i>Monday and Tuesday</i>	Included	-	-	Included
Gift Cards for Expo Hall Giveaways: <i>Multiples of \$5, \$10, and \$25 gift cards, and one \$100 gift card</i>	Included	Included	Included	-
Bag Stuffer: <i>one item of your choice to be included in attendee bags upon check-in, item must be supplied by sponsor</i>	Included	Included	Included	Included
Business/Company Page in APPA Training Institute App: <i>to include business/company logo, banner, description, and URL</i>	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: <i>attendees are given a Bingo card with your company’s logo on it, along with three questions to ask when visiting your booth</i>	Included	Included	Included	Included
Three Customized Benefits: <i>based on availability and approval</i>	Included	-	-	-
One Customized Benefit: <i>based on availability and approval</i>	-	Included	-	-

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Sponsorship opportunities give our company partners opportunities for relationship building and the extra publicity to help increase visibility. During the event, there will be a number of informational and educational sessions as well as chances to network and have crucial conversations about the field. **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.** What better place to be than at a training event hosted by the leading professional association for community supervision/corrections? 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](mailto:dwebb@csg.org) or by phone at 859-244-8206.**

A La Carte Sponsorship Opportunities (see online reservation form)	AVAILABLE TO ALL
<b>Keynote Speaker:</b> <i>sponsor one keynote speaker</i>	\$25,000
<b>First Time Attendees Networking Event:</b> <i>includes signage and welcome remarks</i>	\$2,500
<b>Leadership Institute:</b> <i>includes signage and welcome remarks</i>	\$2,500
<b>Wi-Fi Service</b>	\$2,500
<b>Health and Wellness Lounge:</b> <i>includes signage in the designated health and wellness lounge</i>	\$2,500
<b>Need Assistance? T-Shirts (sponsor responsible for all costs associated with sponsorship):</b> <i>APPA's attendees know who to ask for help – our amazing volunteers! 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
<b>Attendee Headshots:</b> <i>exclusive exhibitor for complimentary attendee headshots</i>	\$2,500
<b>Cellphone/Device Charging Station: POPULAR</b> <i>(centralized/at your business/company booth)</i>	\$2,000/\$2,500
<b>Lanyards (sponsor responsible for all costs associated with sponsorship)</b>	\$1,500
<b>Water Bottles (sponsor responsible for all costs associated with sponsorship)</b>	\$1,200
<b>Conference Bags (sponsor responsible for all costs associated with sponsorship)</b>	\$1,200
<b>Business/Company Logo Floor Clings:</b> <i>three each, per sponsorship</i>	\$1,000
<b>APPA Awards:</b> <i>business/company logo included on the awards plaque, and photo op with awardee</i>	\$500
<b>Bag Stuffer</b>	\$500
<b>Exhibit Hall Interactive Bingo Game: POPULAR – see page one</b>	\$500

**PAYMENT IS DUE NO LATER THAN NOVEMBER 22, 2024.**

**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:dwebb@csg.org) at 859-244-8206.**