



BECOME A

sponsor

50th Annual California PAL Training Conference 1st Annual Veterans & Vendors Fundraising Luncheon

The **California Police Activities League** (California PAL) and members have provided life changing programs and activities to over 500,000 youth throughout California for 51 years! These programs build bonds between youth and law enforcement and significantly reduce juvenile crime.

The **California PAL Annual Training Conference** helps ensure member Police and Sheriff Activities Leagues have the tools, training, and resources necessary to provide powerful youth development programs, offering 12 POST certified training hours for officers.








Join us for our **1st Annual Veterans & Vendors Fundraising Luncheon** with a silent auction to be held on Tuesday, November 14 during the training conference.

November 12 - 15, 2023

Everline Resort & Spa
400 Squaw Creek Rd,
Olympic Valley, CA 96146
(Lake Tahoe)
(805) 984-2500

Commit your sponsorship by
October 31, 2023 at
www.californiapal.org

2023 Sponsorship Levels

-  Legacy Leader
-  Community Builder
-  Mentor Maker
-  Peace Maker
-  Network Partner
-  Program Book Ads
-  Silent Auction

Part of the proceeds will help to support California PAL programming including College and Career Preparedness, Workforce Development, and creating safer communities for our youth and officers.

SPONSOR CALIFORNIA PAL'S IMPACT ON YOUTH

50th Annual Training Conference & 1st Veterans & Vendors Fundraising Luncheon



| SPONSORSHIP LEVELS | Legacy Leader \$10,000 | Community Builder \$5,000 | Mentor Maker \$3,000 | Peace Maker \$1,000 | Network Partner \$500 |
|--------------------|---------------------------|------------------------------|-------------------------|------------------------|--------------------------|
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Perks

| | | | | | |
|--|-----------------------|-----------------------------|--------------------------|--------------------------|-------------------------|
| Recognition with Logo on event website throughout the year | X | X | | | |
| Logo on conference giveaway | X | | | | |
| Veterans & Vendors Fundraising Luncheon | 4 Tickets | 2 Tickets | 1 Ticket | | |
| VIP Reception Invitation | X | X | X | | |
| Recognition in 4 California PAL Signature events throughout the year | X | | | | |
| Complimentary hotel stay during the conference (one room) | 2 Nights | 1 Night | | | |
| Organization profile, logo, and contact info in the conference program book | X | X | X | X | X |
| Acknowledged as a partner in promotional communications & social media marketing | X | X | X | X | X |
| Vendor lunch presentation opportunity | X | X | X | X | X |
| Recognition with logo on conference signage | X | X | X | X | X |
| Option to participate in on-going day promotions and giveaways | X | X | X | X | X |
| Program book advertisement | Back cover 4 color | Full page 4 color inside | ¾ Page 4 color inside | ½ Page 4 color inside | ¼ Page black & white |
| 6' skirted vendor table to display products and/or promotional items | X | X | X | X | X |
| Recognition in quarterly newsletter with distribution to nearly 80 member chapters and California PAL supporters | X | X | X | X | X |

Placement for table layout will be determined first by Sponsorship level, then by the date your commitment form was received. Please return the commitment form as soon as possible to guarantee your table. Limited space is available.

Contact Tina Aldama | Email: taldama@calpal.org | Phone: (510) 544-4300 | Direct: (916) 474-1568

As a sponsor of a California PAL Training Conference, you will

Advertise to California PAL partners, chapters, and participants.

Increase awareness of your company's products and services across the state.

Help California PAL leaders invest in their programs and personal leadership skills.

Showcase your commitment to the community and share your mission.

Network with a diverse audience across the entire state of California.



California PAL's Annual Training Conference will:

Provide shared learning opportunities that motivate, inspire and equip California PAL Directors with the necessary skillset to strengthen and enhance new or existing programs and to invest, grow, and advocate for their home communities while positively impacting local youth. Additionally, officers may earn POST certified hours.



About California PAL:

California PAL's mission is to reduce juvenile crime and create safe spaces for youth by "**Building the Bond Between Youth and Officers.**" We are a member serving organization providing support, education, resources, and programs for nearly 80 member chapters, who in turn offer law-enforcement based youth enrichment programs throughout the state.



Custom Sponsorship Opportunity:

We understand that each company is unique, so these sponsorship packages may not fit your needs. Please feel free to reach out to our Program Director, Tina Aldama, to discuss a custom sponsorship package.

In-Kind Donations:

We love that you want to provide a gift or service to CAL PAL! An in-kind donation in lieu of a cash sponsorship must offset a conference expense. Please feel free to reach out to our Program Director, Tina Aldama, to discuss an in-kind donation.



Ready to Sponsor? Questions?

Contact Tina Aldama

Email: taldama@calpal.org

Phone: (510) 544-4300 | Direct: (916) 474-1568

Sponsor [Here](#)





Sponsorship Commitment

Yes! I would like to support the **50th Annual California PAL Training Conference and 1st Annual Veterans & Vendors Fundraising Luncheon** on **November 12 - 15, 2023** at the **Everline Resort & Spa** in Lake Tahoe.

2023 COMMITMENT LEVEL

- Legacy Leader** *Premier Event Sponsor* \$10,000
- Community Builder** *Welcome Reception Sponsor* \$5,000
- Mentor Maker** *Silent Auction Sponsor* \$3,000
- Peace Maker** *Funders Forum Sponsor* \$1,000
- Network Partner** *Exhibitor & Sponsor of Vendor Lunch* \$500

We will need electricity for our table

- 1st Annual Veterans & Vendors Luncheon Table for 10** \$900 *(10 seats for the price of 9!)*
- 1st Annual Veterans & Vendors Luncheon Tickets: \$100/Person**
Number of Luncheon Tickets: _____ x \$100 = \$ _____

Annual Training Conference Book Ads

- \$350 *Full Page Color* 8.5"W X 11"H
- \$250 *3/4 Page Color* 8.5"W X 8.25"H
- \$150 *1/2 Page Color* 8.5"W X 5.5"H
- \$100 *1/4 Page Color* 4.25"W X 5.5"H
- \$50 *1/4 Page Black & White* 4.25"W X 5.5"H

1st Annual Veterans & Vendors Luncheon Program Book Ads

- \$350 *Full Page Color* 8.5"W X 11"H
- \$250 *3/4 Page Color* 8.5"W X 8.25"H
- \$150 *1/2 Page Color* 8.5"W X 5.5"H
- \$100 *1/4 Page Color* 4.25"W X 5.5"H
- \$50 *1/4 Page Black & White* 4.25"W X 5.5"H

Annual Training Conference Book Ads and 1st Annual Veterans & Vendors Luncheon Program Book Ads

- \$600 *Full Page Color* 8.5"W X 11"H
- \$400 *3/4 Page Color* 8.5"W X 8.25"H
- \$275 *1/2 Page Color* 8.5"W X 5.5"H
- \$175 *1/4 Page Color* 4.25"W X 5.5"H
- \$90 *1/4 Page Black & White* 4.25"W X 5.5"H

Silent Auction Donation Item

Description: _____

Value: \$ _____ **Suggested Starting Bid:** \$ _____

- **Email camera-ready display ads or text only ads by October 31, 2023 to bferreira@calpal.org**
- **PDF is the preferred file format for display ads.**
- **Text only ads may be sent in Word.**
- **Specified location ads will be placed on first come first serve basis.**



Payment Form

Reserve your sponsorship and/or ad by submitting your Sponsorship Commitment form with Payment to California PAL by **October 31, 2023**

Company/Organization:

Address:

Contact Person:

Title:

Phone:

Email:

You may sign-up and pay via **Credit Card** by completing the payment process [online](#):

[Click Here](#)
[Sponsorship Reservation & Payment](#)

[Click Here](#)
[Annual Training Conference RSVP & Payment](#)

[Click Here](#)
[Veterans & Vendors Fundraising Luncheon RSVP & Payment](#)

Pay Online & Return Commitment Form via Email to:

California Police Activities League - Attn: Tina Aldama | Email: taldama@calpal.org

Method of Payment: Check Send Invoice

Checks should be made payable to the **California Police Activities League**.

Please enclose a copy of this form with payment. Our tax ID number is **94-1752116**.

Please include **Annual Training Conference & Luncheon** in the memo section of the check.

Return Commitment Form, Payment Form and Checks to:

California Police Activities League - Attn: Tina Aldama

8250 Calvine Road #C326, Sacramento CA, 95828

Email: taldama@calpal.org | Phone: (510) 544-4300 | Direct: (916) 474-1568