

Supplemental Sponsorship Benefits and Opportunities

Contact Charles Kasbohm at Synergetic Endeavors
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Opportunities and Benefits	Investment	Available
EMAIL BLASTS: E-mail communication remains an essential part of your marketing strategy. This opportunity allows you to get in touch with MCPA Members and ETI Attendees throughout the year. Email sent out by MCPA to the members and attendees on your behalf. (Content subject to approval and restrictions may apply).	\$400	Limited Available
SOCIAL MEDIA POSTS: Opportunity to sponsor MCPA Posts or highlight relevant products or services across multiple social media channels. Includes one post on each platform and/or logo and hyperlink.	\$250	Limited Available
ONLINE NEW PRODUCT / BUSINESS DEVELOPMENT MEETING: Opportunity to get input on your existing product or service and/or learn what products police chiefs need. We will facilitate an online meeting with key law enforcement leaders to gather this important information.	\$3,000	Limited Available
ONLINE VENDOR PROFILES / SPONSORED CONTENT: Opportunity to include an online article/profile hosted on the MCPA website.	\$500	Limited Available
VENDOR LE SOLUTIONS: A designated area on MCPA website highlighting Law Enforcement related solutions. Opportunity to showcase your organizations product or service solution to members of the Association and Law Enforcement community.	\$300	
PRODUCT SHOWCASE: Take advantage of this exposure for your company's products and help attract visitors to your booth at ETI. This feature, hosted on the website, will be presented as a selection of products visitors will see at the 2020 ETI Expo. Includes up to 3 photos and a short caption.	\$500	Limited Available
SPONSOR / VENDOR PRESS RELEASE: Opportunity to send out a Press-Release via Communication Notes (C-Notes) and sit on the MCPA website. C-Notes is the most read MCPA communication and is our bi-weekly eNewsletter, distributed weekly to nearly 2,000 individuals, C-Notes has an open rate over 38% (well above industry average of 24%). C-Notes is a widely used tool for our members who spend 5 minutes on average reading each issue.	\$500	Limited Available
C-NOTES: Opportunity to place your message or ad in the most read MCPA communication – our bi-weekly eNewsletter, Communication Notes (C-Notes). Distributed weekly to nearly 2,000 individuals, C-Notes has an open rate over 38% (well above industry average of 24%). C-Notes is a widely used tool for our members who spend 5 minutes on average reading each issue.	\$350 per run	Limited Available
PODCASTS: Content marketing opportunity to engage a captive audience. The popularity of podcasts is staggering. Two-thirds of Americans now listen to podcasts at least once in a while, including 23% who do so a few times a week. By comparison, a year ago, a majority of Americans said they never listened to podcasts, according to a 2019 CBS News Poll. Tell your story to the MCPA audience and beyond via podcasts. Create up to a 15-minute podcast that will be distributed by the MCPA to its members.	\$1,500	1 per month

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MCPA TV: Livestream 15-20 minute demo on MCPA-TV. This live-streaming platform provides a unique way to put your organization in front of law enforcement leaders. With the goals of better communicating critical information to its members and giving interested stakeholders an avenue, through online streaming and recording videos to reach police chiefs across the state of Minnesota. All segments are recorded and will be available for viewing on the MCPA's website, YouTube channel or shared via social media. MCPA-TV goes live every 3 rd Thursday at 9:30 am CST.	\$2,500	1 per month
LIVE WEBINAR SPONSOR: Opportunity to sponsor an MCPA live webinar. Includes brief opportunity to speak, a banner ad, and hyperlink.	\$2,500	Limited Available
CHIEFSCAST SPONSOR: Opportunity to sponsor an MCPA online training session. Includes a banner ad and hyperlink.	\$250	
WEAR THE BADGE: Support the production of multimedia content to help sustain the MCPA's statewide initiative to recruit new police officers. Support the Wear the Badge Scholarship fund and receive recognition as a Wear the Badge supporting sponsor. Specific benefits can be discussed.	501(c)(3) donation	