



The Oregon Association Chiefs of Police Strategic Partner Program was designed to create partnerships with leading organizations whose objectives include the support of the profession and the broader law enforcement community.

The goal of the program is to provide OACP members with services, tools and resources to enhance the positive impacts they have on their organizations and the communities they serve, as well as to provide our partners with a broader level of access and visibility across OACP's events and communication tools.

To achieve this, we work with each partner to develop a customized solution across a diverse & integrated platform of programs, events and communication vehicles that address their specific goals in partnering with the association.

The program provides each partner with a unique voice or presence in nearly everything the association does. Our goal is to position and promote each organization as a true partner of the broader law enforcement community, to our members, and the general public.

A Strategic Partnership with OACP will help provide you with the business intelligence and relationships you need to succeed. You will have access to key decision makers and discover what products and services individual agencies around the state are currently shopping for. You will benefit from connecting with 120+ agencies around the state, and 120 chiefs who are members of OACP.

To support our partners, we are proud to announce the launch of our new **OACP Marketplace**. The Marketplace will serve as a centralized resource for agencies that are looking for cutting edge products and services in the law enforcement sector. Strategic Partners will receive premium listings and appear at the top of each category.

The following is a general outline of benefits available to OACP's Annual Strategic Partners. Our goal will be to use these as a foundation to develop a customized package that meets your specific needs and objectives.

ACCESS AND NETWORKING

- License to use and display the official OACP Strategic Partner logo in your advertising and communications.
- Opportunity to invite OACP Board, committee members, OACP members, or event

attendees to a partner-hosted roundtable/focus group to solicit industry feedback, one time per year, in-person and in connection with a pre-determined OACP event or via conference call/virtual meeting. Invitations will be facilitated by OACP and any additional programming expenses to be paid for by the partner.

- Opportunity to co-create content for a Webinar series based on proprietary platform or OACP pre-approved content which must meet OACP guidelines.
- Opportunity to develop an opt-in survey to disseminate to OACP members or segment of members.
- Participation as a major sponsor at OACP's Annual Conference.
 - o Four invitations to the Annual Awards Banquet
 - o Special conference badges recognizing Strategic Partner level and commitment

PROPRIETARY PLATFORM

Each Strategic Partner will have sole "Ownership" of one year-round marketing platform. Think of this as the ideal opportunity to leverage a specific OACP asset to promote your organization. While there are no pre-determined limits to what a proprietary platform can be, (It will be customized for and collaboratively developed with each partner) many of the options will fit into the following broad categories:

- Recognition and Advancement: Awards and Scholarships recognizing OACP members or other pertinent groups
- Exclusive sponsorship of one of OACP communication assets: OACP Messages, Legislative Reports, Job Postings, Monthly All Point Bulletins, or Sound Offs
- Fall Conference: Although there are no vendors present at this conference, numerous pieces of communication allow for partner recognition

PROMOTIONAL RIGHTS

- Year-round promotional timeframe
- Use of "OACP Strategic Partner" official designation and logo for partner's communications and promotional purposes
- Right to market a special affinity offer to OACP members & event attendees
- Premier listing within the new OACP Marketplace; ready to launch May, 2017

DEDICATED ADVERTISING

- One premium scrolling banner advertisement on the OACP home page (One month)
- 12-month premium listing within the OACP Marketplace

WEB SITE

- Year-round recognition and hyperlink on the OACP web site:
 - o Rotating logo/ID banner ad in designated location on home page
 - o Logo/ID, link and company spotlight on OACP Partner page
 - o Proprietary platform page(s)
- Opportunity to create micro site (one per Partner) around proprietary platform

INSERTS & MAILINGS

- Use of OACP member and/or Conference attendee mailing list or segments of mailing list,
- with prior approval, through OACP mailing house; one time per year (Additional USPS costs may apply)
- One dedicated e-blast per year from the OACP on behalf of the partner promoting services, special offers or product releases
- Opportunity to provide promotional materials in conference welcome packet

PUBLIC RELATIONS SUPPORT

- Access to OACP quotes/content for company promotions and informational materials
- Photo opportunities with OACP leadership/talent/speakers at conferences; when appropriate and feasible
- Inclusion in OACP social media

PARTNER SERVICES

- Designated OACP account executive to facilitate relationship
- Annual meeting/call with OACP Staff to discuss partnership
- Semi-annual partnership fulfillment report from OACP detailing delivered benefits
- Annual meeting/call with OACP staff to review partnership objectives

All Strategic Partners receive a major level sponsorship at the Annual Training Symposium including the following benefits:

Conference Promotion

- Sponsor logo on all available pre and post conference materials
- Inclusion in OACP social media efforts focused around the event
- Sponsor listing and logo on the conference website for a minimum of 6 months with live link to sponsor URL
- One year membership in the OACP Corporate Circle Program

Conference Presence

- Presenting sponsorship at one proprietary event;
 - Welcome Luncheon
 - Retired Chiefs Reception
 - Auction
 - Awards Banquet
- Logo inclusion on dedicated sponsor signage in high-traffic locations including;
 - Registration Area
 - Power Point Presentation played before training and meals
 - Entrance to General Sessions
 - Receptions
 - Entrance to Tradeshow halls
- One 10'x20' exhibit booth with pipe and drape
- Opportunity to present for 10 minutes during the conference (subject to OACP approval)

- Placement of sponsor's promotional material in Conference welcome bags distributed to all attendees

Presence in Conference Notebook:

- One full-page, premium position ad in the conference notebook

A Strategic Partnership with OACP will help you open doors to some of the most influential decision makers in law enforcement today.

STRATEGIC PARTNER INVESTMENT: \$20,000

For more information, please contact OACP Association Executive Marie Campbell, 503-315-1411, marie@victorygrp.com.