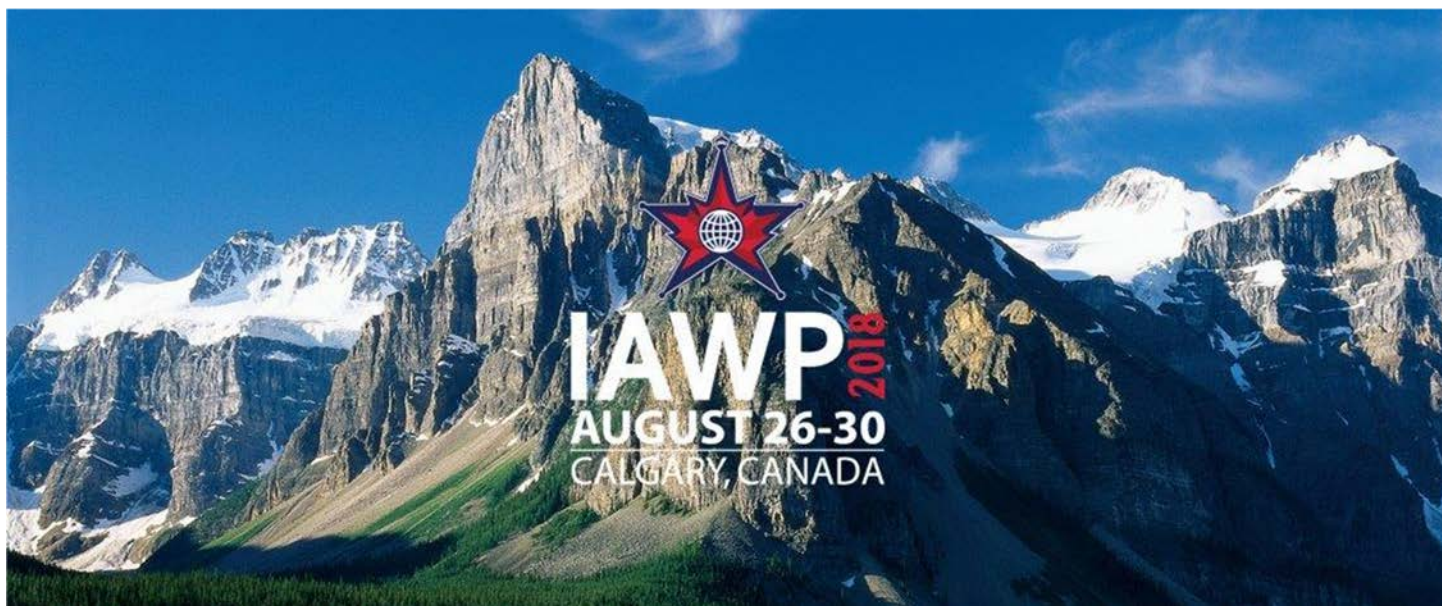




**2018 International
Association of Women Police
CONFERENCE**

Calgary, Alberta, Canada

August 26 – 30, 2018



INVITATION TO SPONSOR

WELCOME

We are proud to host the 2018 International Association Women Police (IAWP) Conference.

For the first time, this global event will be held in Calgary, Alberta, Canada. Calgary is a vibrant city known for its western hospitality, friendly spirit, diverse shopping, incredible restaurants and unique activities. Only a short, one hour drive allows visitors to enjoy and experience the beautiful and majestic Rocky Mountains, the picturesque prairies, or the prehistoric Badlands of Drumheller. Our community and surrounding area truly boasts something for everyone.

The IAWP is renowned for delivering world class events to promote women and law enforcement. This five day conference in August 2018 will incorporate the 56th IAWP Training Conference & Award and Recognition Programs. Experts from national and international law enforcement agencies, academics, researchers, community agencies and groups will all collaborate to make this international event a success.

The chosen theme, “leading change”, was selected to highlight the importance of issues currently impacting police organizations. Everyday changes occurring as a result of technology, social dynamics, and the economy and crime issues will be featured throughout the conference.

The 2018 conference is an excellent opportunity for Canadian police and law enforcement partners to join the global community to enhance women in law enforcement and other community protection roles. Your support of this conference will highlight your organization by providing your company exposure to an international community and an opportunity to showcase your products and services.

We invite and challenge each of you to join us and help lead the change.

Sueanne Ford and Beverly Voros
Directors

ABOUT THE CONFERENCE

IAWP 2018 will address “leading change” in leadership, organizational culture, and subculture within policing. World renowned speakers will discuss recruiting, employment, and retention of employees from diverse backgrounds concentrating on race, culture, gender, religion, sexuality, and family status.

In today’s policing environment there is a need to focus on the everyday changes that are occurring from advancements in technology, societal dynamics, and crime issues. Therefore, the conference will provide sessions related to integrated response to crime, building relationships with external agencies, and fostering stronger community partnerships. Professionals experienced in crime prevention, investigations, and offender management will discuss strategies on how best to distribute resources to address crime, while ensuring communities remain engaged with their police agencies.



INTERNATIONAL ASSOCIATION OF WOMEN POLICE (IAWP)

The IAWP is an organization of international law enforcement officers who strive to increase professionalism in criminal justice.

Each year the IAWP hosts an international conference that provides a strong network of support and training for the women and men of law enforcement. The IAWP is a forum for research conducted by universities and other professional organizations. Experts from all fields of criminal justice are brought together to share views and information. The conference provides all delegates an opportunity to broaden their knowledge in operations, leadership and personal development through a series of lectures and case studies. In addition, the conference provides an international venue for awards and recognition of women police officers for their contribution in a variety of areas, integral to the promotion of excellence and advancement in policing.

The purpose and goals of the IAWP are:

- To provide training conferences, programs, educational events and workshops relating to policing worldwide.
 - To encourage and provide mentoring and leadership for police officers in all aspects of career development.
 - To strive towards true professionalism through education and training, and to keep apprised of the current trends and techniques in the interest of better service to the public.
 - To encourage the application of the highest ethical standards of the law enforcement profession.
 - To identify, recognize and reward performance, distinction and achievement among law enforcement.
- **To this end, the IAWP:**
- Organizes international annual training conferences and award ceremonies.
 - Sponsors the International Scholarship Award which provides funding for a female police officer from outside North America, who has made a significant contribution to policing, to attend the annual conference.
 - Has an “adopt a member” program which enables officers from less fortunate countries to maintain membership in the IAWP.
 - Works toward ensuring equal opportunities for women in policing.
 - Publishes a quarterly magazine which includes articles on international law enforcement issues and the various activities of IAWP members and its affiliate organizations.



WHY SPONSOR?

The 2018 IAWP conference will raise the profile of your organization by demonstrating a commitment to our community. Through sponsorship, your company will receive:

- An opportunity to showcase your products and services amongst senior executives of police agencies;
- Networking opportunities with like-minded individuals;
- An opportunity to support the community in which your organization operates; and
- A choice of multiple sponsorship packages which provide tangible and unique marketing opportunities.



NETWORKING OPPORTUNITIES

The 2018 IAWP conference is expected to attract over 800 delegates from 70 countries.

As this will be the largest gathering of law enforcement in Canada, sponsorship of this event offers opportunities to connect directly with a diverse cross-section of professionals from the global law enforcement community including, but not limited to:

- | | |
|--------------------------|----------------------|
| Law enforcement agencies | Policy Makers |
| Customs and Immigration | Government Officials |
| Legal Representatives | Researchers |
| Community Groups | Academics |

CONFERENCE TOPICS OF INTEREST...

Renowned keynote speakers will present at the conference each morning with delegates attending seminars throughout the day. Presentations will cover a multitude of topics including but not limited to:

- Organizational Change/Leading Change
- Respect (Bullying, harassment etc.)
- Recruiting/Employment/ Retention
- Collaborative and/or Investigative Approach to Solving Crime
- Relationships with External Partners
- Leadership
- Community Partners/Community Engagement
- Wellness/Mindfulness
- Diversity/Inclusion
- Plus other related topics



SPONSORSHIP

A wide variety of sponsorship opportunities have been designed for the 2018 IAWP Conference, each containing benefits that will ensure your organization receives maximum exposure.

Gold Sponsor	\$15,000
Silver Sponsor	\$10,000
Keynote	\$5,000
Specialized Stream	\$2,500
Friendship Stream	\$1,000

EXCLUSIVE SPONSORSHIP

Platinum Sponsor	\$20,000
Awards Ceremony/ Luncheon	\$7,500
Gala Dinner	\$7,500

PLATINUM SPONSOR \$20,000

(Exclusive Opportunity)

Corporate Signage:

- Placement of two (2) freestanding pull-up banners in the conference room Hall D, for the duration of conference (approx. 2m high x 1m wide)*
- Placement of two (2) freestanding pull-up banners at conference registration desk or at the entrance to conference (approx. 2m high x 1m wide)*
- Sponsor's logo on conference signage throughout venue*

Promotion of product:

- One (1) complimentary table inside conference hall to display sponsor's product(s) for duration of conference

Global advertising on conference website:

- 200 word corporate message to be included on the conference website*
- Logo included on conference website with link to sponsor's website*

Opportunities

- Other sponsorship opportunities are negotiable

Sponsor entitlements:

- Two (2) complimentary sponsor (full delegate) registrations to the conference including all associated activities
- Four (4) additional tickets for the Welcome Reception and Farewell Gala

Premier exposure on printed and promotional material:

- 200 word corporate message to be included in the conference handbook (subject to printing deadlines)*
- Full page color advertisement in conference handbook (subject to printing deadlines)*
- Logo printed in conference handbook (subject to printing deadlines)*

Conference exposure:

- Announcement of platinum sponsorship at the Official Opening
- Logo included on slideshows during breaks in BMO, Hall D*
- Platinum sponsorship status identified on sponsor's delegate accreditation

*Note: Sponsor's logos, advertisements, banners, inserts and corporate messages to be provided by sponsor within required timeframes.

GOLD SPONSOR \$15,000

Corporate Signage:

- Placement of one (1) freestanding pull-up banner in the conference room Hall D, for the duration of conference (approx. 2m high x 1m wide)*
- Placement of one (1) freestanding pull-up banner at conference registration desk or at the entrance to conference (approx. 2m high x 1m wide)*
- Sponsor's logo on conference signage throughout venue*

Promotion of product:

- One (1) complimentary table inside conference hall to display sponsor's product(s) for duration of conference

Global advertising on conference website:

- Logo included on conference website with link to sponsor's website*

Opportunities:

- Other sponsorship opportunities are negotiable

Sponsor entitlements:

- Two (2) complimentary sponsor (full delegate) registrations to the conference including all associated activities
- Two (2) additional tickets for the Welcome Reception and Farewell Gala

Exposure on printed and promotional material:

- Half page color advertisement in conference handbook (subject to printing deadlines)*
- Logo printed in conference handbook (subject to printing deadlines)*

Conference exposure:

- Announcement of gold sponsorship at the Official Opening
- Logo included on slideshows during breaks in BMO, Hall D*
- Gold sponsorship status identified on sponsor's delegate accreditation

*Note: Sponsor's logos, advertisements, banners, inserts and corporate messages to be provided by sponsor within required timeframes.



SILVER SPONSOR \$10,000

Corporate signage:

- Placement of one (1) freestanding pull-up banner in the conference room for the duration of conference (approx. 2m high x 1m wide)*
- Placement of one (1) freestanding pull-up banner at conference registration desk or at the entrance to conference (approx. 2m high x 1m wide)*
- Sponsor's logo on conference signage throughout venue*

Promotion of product:

- One (1) complimentary table inside conference hall to display sponsor's product(s) for duration of conference

Global advertising on conference website:

- Logo included on conference website with link to sponsor's website*

Opportunities:

- Other sponsorship opportunities are negotiable

Sponsor entitlements:

- Two (2) complimentary sponsor (full delegate) registrations to the conference including all associated activities

Exposure on printed and promotional material:

- Logo printed in conference handbook (subject to printing deadlines)*

Conference exposure:

- Announcement of silver sponsorship at the Official Opening
- Logo included on slideshows during breaks in BMO, Hall D*
- Silver sponsorship status identified on sponsor's delegate accreditation

*Note: Sponsor's logos, advertisements, banners, inserts and corporate messages to be provided by sponsor within required timeframes.



NETWORKING OPPORTUNITIES

Awards Ceremony/Luncheon \$7,500 (EXCLUSIVE)

- One (1) complimentary sponsor (full delegate) registration to the conference including associated activities
- One (1) additional ticket to the Awards Ceremony/Luncheon
- Placement of up to two (2) freestanding pull-up banners in the conference room, Hall D*
- Logo included on conference website with link to sponsor's website*
- Logo printed in conference handbook (subject to printing deadlines)*
- Logo on conference signage throughout venue*
- Other sponsorship opportunities are negotiable

Farewell Gala \$7,500 (EXCLUSIVE)

- One (1) complimentary sponsor (full delegate) registration to the conference including associated activities
- One (1) additional ticket to the Farewell Gala
- Placement of up to two (2) freestanding pull-up banners in Farewell Gala venue*
- Logo included on conference website with link to sponsor's website*
- Logo printed in conference handbook (subject to printing deadlines)*
- Logo on conference signage throughout venue*
- Other sponsorship opportunities are negotiable

*Note: Sponsor's logos, advertisements, banners, inserts and corporate messages to be provided by sponsor within required timeframes.

EDUCATIONAL

Keynote Session \$5,000

- Introduction to one (1) Keynote session
- Logo printed in conference handbook (subject to printing deadlines)*
- Logo on screen in conference room, Hall D*
- Logo included on conference website with link to sponsor's website*
- Logo on conference signage throughout venue*
- Other sponsorship opportunities are negotiable

Specialized Stream \$2,500

- Introduction to one (1) conference topic
- Logo printed in conference handbook (subject to printing deadlines)*
- Logo on screen in conference room, Hall D*
- Logo included on conference website with link to sponsor's website*
- Logo on conference signage throughout venue*
- Other sponsorship opportunities are negotiable

CUSTOMIZED SUPPORT OPPORTUNITIES

Friendship Stream \$1000.00

- Logo on screen in conference room, Hall D*
- Logo included on conference website with link to sponsor's website*
- Sponsor's logo on conference signage throughout venue*
- Other sponsorship opportunities are negotiable

TAILORED PACKAGES

- In addition to specified packages, sponsorship packages may also be individually tailored to suit your business requirements

*Note: Sponsor's logos, advertisements, banners, inserts and corporate messages to be provided by sponsor within required timeframes.

PROFITS AND DONATIONS

IAWP & Calgary Police Foundation

All profits made from the 2018 IAWP will be donated to the IAWP and the Calgary Police Foundation; these donations will be used to enhance female directed programming.

The Calgary Police Foundation is an independent entity that partners exclusively with the Calgary Police Service. Together they support carefully selected community initiatives to prevent children & youth from victimization & engaging in criminal activity. This is achieved by focusing on education, early intervention & prevention programs which are not funded by traditional government sources.



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**To discuss sponsorship opportunities and for further information,
please contact the conference organizers:**

Sueanne Ford

Phone 1-403-828-1215

Email: pol2999@calgarypolice.ca

Bev Voros

Phone 1-403-804-9779

Email: pol3201@calgarypolice.ca

Website: www.iawp2018.org