

SPONSORSHIP PACKAGE

1ST ANNUAL

COALITION FOR CANADIAN POLICE REFORM CONFERENCE

DEMOCRACY COUNTS: TOWARD SYSTEMIC POLICE REFORM FOR CANADA



A VIRTUAL EVENT | JUNE 14 - 16, 2022



REBOOTCOMMUNICATIONS.COM



CONFERENCE OVERVIEW

Reboot Communications and the Coalition for Canadian Police Reform are pleased to announce the **1st Annual Coalition for Canadian Police Reform Conference**, June 14th - 16th, 2022.

This inaugural conference will be a digital-first experience on a customized virtual platform with an immersive look and feel that will engage our delegates from start to finish. The conference will offer a platform for 200-500 participants from across Canada who care deeply about our country and our democracy to discuss important issues on policing in Canada.

As a sponsor you can be proud to know that you are supporting a conference with amazing potential to uplift our police officers.

Citizens will be part of a conversation about if, how and why policing should become more professional like accounting, lawyering or doctoring. Citizens will be able to express their perspectives about the knowledge and skills that should be included in police training.

Police officers will learn the perspectives of citizens and how those match up with their own ideas about the people skills every officer needs to practice “peace-keeping” instead of “peace-making”.

Academics will deliver short addresses that fill in the knowledge of how police learn and work today.

COALITION FOR CANADIAN POLICE REFORM

Our Vision

Canadian policing is recognized for service to the public through its adherence to best-in-class standards of evidence based training and education for police recruits and officers.

The College's new certification standards are adopted across Canada.

Our Mission

To achieve the creation of the Canadian College of Professional Policing through the support of community representatives, police practitioners, academics and government officials.

Who Are We?

We are a group of concerned individuals who believe there is overwhelming evidence of a need for transformation in how police officers in Canada are educated and trained.

We are bringing together relevant stakeholders – community members, police, researchers, and politicians – to talk about what police officers need to know to effectively police in the 21st century. We believe that citizens reflecting the diversity of Canada should have input into curriculum.

TITLE SPONSOR

\$20,000 | One available

- One (1) 20 minute exclusive virtual keynote address **and** Opportunity to sponsor and introduce one of our keynote headliners
- Sponsor announcement and branding posts on Reboot's and C-CPR's social media channels
- Logo on pre-conference e-marketing materials with hyperlink
- List of attending delegate names and emails that have opted in – pre and post event

Sponsors presence on our immersive customized virtual platform with a 3D lobby and digital-first experience

- Prominent branding on 3D virtual lobby as the official Title Sponsor
- Logo on conference website and virtual platform with hyperlink
- Logo on C-CPR website and in C-CPR emails to members
- One (1) customizable virtual booth in the virtual exhibition hall
 - Live streaming within your booth
 - Video and ad placements
 - Digital file kiosk – for delegates to download
 - Create group room for 1:1 or group video meeting with delegates
 - Direct chat and group chat with delegates
 - Booth analytics – includes booth visitor names and how many times each file was downloaded
- Ten (10) virtual conference passes

PREMIER SPONSOR

\$15,000 | Two available

- One (1) 20 minute virtual keynote address
- Sponsor announcement and branding posts on Reboot's and C-CPR's social media channels
- Logo on pre-conference e-marketing materials with hyperlink
- List of attending delegate names and emails that have opted in – pre and post event

Sponsors presence on our immersive customized virtual platform with a 3D lobby and digital-first experience

- Logo on conference website and virtual platform with hyperlink
- Logo on C-CPR website
- One (1) customizable virtual booth in the virtual exhibition hall
 - Live streaming within your booth
 - Video and ad placements
 - Digital file kiosk – for delegates to download
 - Create group room for 1:1 or group video meeting with delegates
 - Direct chat and group chat with delegates
 - Booth analytics – includes booth visitor names and how many times each file was downloaded
- Eight (8) virtual conference passes

PLATINUM SPONSOR

\$7,500 | Five available

- Opportunity to have a video ad (*max 5 minutes*) broadcast before a panel session and be the sponsor for that session (*includes logo placement in the ad box throughout the session duration*)
- Sponsor announcement and branding posts on Reboot's and C-CPR's social media channels
- Logo on pre-conference e-marketing materials with hyperlink
- List of attending delegate names and emails that have opted in – pre and post event

Sponsors presence on our immersive customized virtual platform with a 3D lobby and digital-first experience

- Logo on conference website and virtual platform with hyperlink
- Logo on C-CPR website
- One (1) customizable virtual booth in the virtual exhibition hall
 - Live streaming within your booth
 - Video and ad placements
 - Digital file kiosk – for delegates to download
 - Create group room for 1:1 or group video meeting with delegates
 - Direct chat and group chat with delegates
 - Booth analytics – includes booth visitor names and how many times each file was downloaded
- Five (5) virtual conference passes

GOLD SPONSOR

\$5,000

- Logo on pre-conference e-marketing materials with hyperlink
- List of attending delegate names and emails that have opted in – pre and post event

Sponsors presence on our immersive customized virtual platform with a 3D lobby and digital-first experience

- Logo on conference website and virtual platform with hyperlink
- Logo on C-CPR website
- One (1) customizable virtual booth in the virtual exhibition hall
 - Live streaming within your booth
 - Video and ad placements
 - Digital file kiosk – for delegates to download
 - Create group room for 1:1 or group video meeting with delegates
 - Direct chat and group chat with delegates
 - Booth analytics – includes booth visitor names and how many times each file was downloaded
- Three (3) virtual conference passes

SPONSOR A STUDENT

\$3,000

- 50 student virtual passes to the conference
- Logo on pre-conference e-marketing materials with hyperlink
- Logo on conference website and virtual platform with hyperlink
- Two (2) virtual conference passes
- List of attending delegate names and emails that have opted in – pre and post event

SPONSOR A STUDENT

\$1,500

- 25 student virtual passes to the conference
- Logo on pre-conference e-marketing materials with hyperlink
- Logo on conference website and virtual platform with hyperlink
- One (1) virtual conference passes
- List of attending delegate names and emails that have opted in – pre and post event



FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

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