

Invitation to Sponsor



**International Association of Women Police
61st Annual Training Conference**

1st to 5th September 2024

Chicago, Illinois, USA





Introduction

The International Association of Women Police (IAWP) is a unique, richly diverse, and growing organisation with global reach: we have Members, Affiliates, Friends, and strategic partners in countries around the world.

Our **vision** is a world where police reflect the diversity of the communities they serve and where human rights are protected. Our **mission** is to strengthen and raise the capacity of women in policing internationally. We are guided by **values** that urge every member to embrace diversity, to be open, honest, and fair, to listen to others, to operate professionally, and to improve through change.

Cultural changes within policing have been shown to have a strong impact on the interactions between the public and the police. Attitudes and behaviour towards female police officers often carry over into the manner by which all police officers engage with their local community. Professionally trained, prepared, and equipped female officers can play a vital role in removing barriers women and girls face in navigating complex criminal justice systems, especially those who are most marginalized and are at greater risk of experiencing violence. When female officers are more visible, women and girls in the community are more likely to believe that their concerns are being heard and seriously addressed.

“Policing being representative of the people has long been regarded as a vital component of building trust with the communities served, this principle applies to all countries and never more so than in these difficult times where we have seen trust and confidence in law enforcement shaken. Now, more than ever, our conferences provide a platform for women to have a voice, for them to learn and grow and for agencies to gain access to global good practice to support the recruitment, retention, and progression of women in policing”.

Deborah Friedl, President, IAWP





Welcome

On behalf of the Chicago Police Department and Chicago Association of Women in Law Enforcement (CAWLE), we are privileged to host the International Association of Women Police (IAWP) 61st Annual Training Conference in 2024.

The IAWP conference is a world class event that is well known for outstanding training and networking experiences. The event brings together IAWP members and guests from across the globe to celebrate women in policing, share experiences, receive world class training, and become empowered.

Our conference theme is "We Serve, We Protect, We Lead". We are dedicated to upholding these principles in the execution of this event. It is our distinct pleasure to provide the leadership and direction for the IAWP Chicago 2024 Conference.

Sincerely,

Kathy Caldwell

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Invitation to Sponsor

We invite you to join us and support this event, and demonstrate your commitment to integrity, diversity and community while gaining access to a wide range of attendees including senior decision makers, government entities and police officers from around the World. A wide variety of sponsorship opportunities have been designed to provide your organisation with maximum exposure and we are also ready to discuss bespoke packages that meet your specific organisation's needs.

Key Benefits Include:

Brand Visibility

- Highlight your organisation, and showcase its products or services to senior executives and front line staff.

Target Marketing –

Your organisation can engage face-to-face with those looking for relevant product solutions - as well as exposure to new global markets.

Customer Insights –

The workshops offered during the conference provide you with a unique opportunity to gain understanding of the needs of the police and security sectors, with ready access to officers and staff working directly with local communities.

Social Responsibility

– Demonstrate your corporate social responsibility by supporting the communities in which your organisation operates and aligning with your organisation's Equality, Diversity and Inclusion strategy.

EVENT/PRODUCT	BENEFITS	COST
<p>Conference Headline Sponsor (Exclusive)</p> <p>An opportunity to link your brand with a unique global event.</p>	<ul style="list-style-type: none">• Recognition throughout the event• Recognition as Headline Sponsor during opening ceremonies.• Corporate signage displayed (Provided by sponsor)• Full page Ad in Conference Handbook• Logo & Link on IAWP Web site• Social Media Promotion• Corporate logo on selected printed material• Free insert in delegates' pack.• 4 x Conference registrations• 1 x Exhibition Booth• Table at Awards Function.• Table at Gala Dinner.	<p>\$50,000</p>
<p>IAWP Annual Recognition Program Headline Sponsor (Exclusive)</p> <p>An opportunity to link your brand with the outstanding achievements of the recipients of IAWP's annual awards.</p>	<ul style="list-style-type: none">• Recognition during awards function• Corporate signage displayed (Provided by sponsor).• Logo & Link on IAWP Web site• Social Media Promotion• Corporate logo on selected printed material, e.g., tickets, menu, awards brochure.• Free insert in delegates' pack.• 2 x Conference registrations• 1 x Exhibition Booth.• 1 x Table at Awards Function.	<p>\$25,000</p>



EVENT/PRODUCT	BENEFITS	COST
Gala Dinner Headline Sponsor (Exclusive)	<ul style="list-style-type: none"> • Recognition announcement during event • Corporate signage displayed (Provided by sponsor) during relevant part of event • Logo on IAWP Web site • Social Media Promotion • Corporate logo on selected printed material, • Free insert in delegates' pack. • 1 x Conference Registration • 1 x Exhibition Booth 	\$15,000
Uniform Parade of Nations An opportunity to link your brand with one of the highlights of an IAWP Conference, as women officers from across the globe parade in the uniforms through the host city.	<ul style="list-style-type: none"> • Recognition of sponsorship during Opening Ceremonies • Two flags displaying corporate logo included in parade. • Logo on IAWP Web site • Social Media Promotion • Corporate logo on selected printed material, • Free insert in delegates' pack. • 1 x Exhibition Booth 	\$10,000
Conference Lunch Sponsor (3 Available)	<ul style="list-style-type: none"> • Recognition announcement prior to relevant lunch • Corporate signage displayed (Provided by sponsor) during relevant lunch • Logo on IAWP Web site • Social Media Promotion • Corporate logo on selected printed material, • Free insert in delegates' pack. 	\$5000
Summit Refreshment Breaks Sponsor (7 Available)	<ul style="list-style-type: none"> • Recognition announcement prior to relevant refreshment break • Corporate signage displayed (Provided by sponsor) during relevant break • Logo on IAWP Web site • Social Media Promotion 	\$2500
Training Streams An opportunity to align your brand with one of several training streams being offered that is relevant to police organisations and the communities they serve.	<ul style="list-style-type: none"> • Recognition announcement prior to each training session pertinent to the relevant stream. • Corporate signage displayed (Provided by sponsor) during relevant sessions. • Logo on IAWP Web site • Social Media Promotion • Corporate logo on selected printed material, • Free insert in delegates' pack. 	\$5000



EVENT/PRODUCT	BENEFITS	COST
Photography Services Help us to record this historic event in by sponsoring a photographer or providing photography services pro bono.	<ul style="list-style-type: none"> • Recognition announcement throughout event • Corporate signage displayed (Provided by sponsor) • Logo on IAWP Web site • Social Media Promotion • Free insert in delegates' pack. 	\$3,000 or Pro Bono
Printing Costs	<ul style="list-style-type: none"> • Corporate logo & 'Sponsored by' to appear on relevant printed matter • Association with a quality event, providing regional, national & international exposure • Free insert in delegate pack. 	Variable depending on item sponsored
Delegate Bags/Folders Opportunity to provide long term visibility for your brand beyond the conference, as delegates return to their countries of origin.	<ul style="list-style-type: none"> • High visibility for your brand. • Corporate logo to appear on bag/folder. • Association with a quality event, providing regional, national & international exposure. • Free insert in delegate pack. • Post event use – longer-term exposure • Other benefits negotiable depending on quality of product. 	Variable depending on item & quality
Name Tags	<ul style="list-style-type: none"> • Corporate logo can be included on each name tag • Association with a quality event, providing regional, national & international exposure • Other benefits negotiable depending on quality of product. 	Variable depending on item & quality
Lanyards	<ul style="list-style-type: none"> • Corporate logo can be included on each lanyard • Association with a quality event, providing regional, national & international exposure • Free insert in delegate pack. 	Variable depending on item & quality

These sponsorship opportunities are not exhaustive, and we will be happy to create a bespoke package tailored to the needs of you or your company/organisation.





iawp2024chicago.org

