



National Association
of
Women Law Enforcement Officers

28th Annual Conference

April 23rd - 26th 2024

The Mirage
Las Vegas, Nevada

Rising Together

Sponsor & Exhibit Prospectus

ABOUT NAWLEE

NAWLEE was founded to provide support to women law enforcement executives and to lead, inspire, and mentor those that aspire to advance in their careers. Today NAWLEE is the only national association providing services to women at all levels of the law enforcement profession. The efforts of NAWLEE are aimed at ensuring diversity, equity, and inclusion in policing agencies to provide the highest level of public safety services to the community.



Today women make up approximately 12% of all law enforcement. That number is growing and NAWLEE is working to ensure that as a founding partner of the 30x30 initiative. This effort aims to increase the number of women in the profession to 30% by 2030. NAWLEE, with its partners, is changing policing as we have known it.

THE BUYING POWER OF WOMEN

The buying power of women is immense. Women control or influence 85% of all purchasing decisions.

It is clear women are “taking the reins” in financial transactions as shown by the purchasing statistics below that tout the percentage of all purchasing decisions held by women:

91% of New Homes	65% of New Cars
66% of Computers	93% of Pharmaceuticals
92% of Vacations	89% of Banking Decisions
80% of Healthcare	93% of Food Shopping

Women now hold 60% of this country’s personal wealth, 51% of all US stocks, and women contribute between \$5-15 trillion to consumer and business spending – a number which is steadily rising.

Women now surpass men in college enrollment and completion, accounting for 58% of the enrollment at two- and four- year colleges.

YOUR OPPORTUNITY

The NAWLEE 28th Annual Conference offers you the opportunity to showcase your company to leaders in law enforcement who make those key decisions. Becoming a sponsor of NAWLEE today will help you develop lasting relationships with those women moving into leadership roles. Further, within law enforcement agencies there are women in charge of budgeting, procurement, and grant writing. Your presence at NAWLEE will provide you with the opportunity to network with these decision makers.

NAWLEE offers a variety of opportunities, from booths to full sponsorship, not only to market your firm, but also to show support for a group that is making a difference in the policing profession today and in the future.



REWARDS OF SPONSORING AND EXHIBITING

NAWLEE offers a variety of ways to reach this powerful demographic of women. From securing one-on-one meetings with the board and influencing NAWLEE members, to showcasing branding opportunities for you during conference sessions and special events, NAWLEE will partner with you to ensure your marketing needs are targeted.

NAWLEE conference sponsorship packages are designed to provide you with unparalleled access and recognition among attendees. While NAWLEE has outlined the opportunities, we also can be flexible and creative with our approach to meet your needs. Call us today to customize a package for the 28th Annual NAWLEE Conference – “Rising Together.”

SPONSOR PACKAGES

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CONFERENCE HOST: \$40,000

There will be one Conference Host opportunity available. This package includes:

- Formal introduction and the opportunity for a company representative to speak at the opening ceremonies
- Conference naming / “presented by” rights
- Six full conference passes for company representatives
- Signage at main ballroom entrances
- Logo onscreen (solo) prior to all general sessions
- Pre-event promotional email sent by NAWLEE with your marketing material included
- Retractable banner at registration
- Insert in registration bag
- Inside cover, full-page advertising in conference program
- Four pre-event social media posts
- Booth space (Prime spot with demonstration/video options)
- Breakout session / case study highlighting the mission of your company presented with a law enforcement partner (sponsor is responsible for creating content and speaker travel costs)
- Online logo and link to your company site on front page of conference and NAWLEE website
- Logo on conference registration bag with NAWLEE logo
- Post-conference recognition
- Photo formal opportunity with the NAWLEE Board of Directors



**YOUR LOGO
HERE**



WELCOME RECEPTION HOST: \$20,000

There will be one Welcome Reception Host opportunity available.

- Opportunity for a company representative to speak at welcome reception and a general session
- Four conference passes for company representatives
- Event ticket branding
- Signage at entrance to Welcome Reception
- Conference logo projected at the Welcome Reception and in main ballroom
- Retractable banner in prime location
- Insert in registration bag
- Opportunity to provide company sponsored gift/memento at the reception
- Inside full-page premier location for advertising in conference program
- Three pre-event social media posts
- Booth space (prime with demonstration/video options, and all booth space offerings)
- Online logo and link to your company's site on conference and NAWLEE website



EXECUTIVE TRACK HOST: \$20,000

There will be one Executive Track Host opportunity available. The Executive Track will be held in a private meeting room for chiefs/sheriffs/undersheriffs/deputy and assistant chiefs. This package includes:

- Opportunity for a company representative to speak directly to the chiefs
- Two conference passes for company representatives (to include the awards banquet)
- Two “vendor only” passes for company representatives
- Signage at entrance to executive track
- Company representative to greet attendees at the door prior to the first session
- Company logo projected prior to the chief track session and in main ballroom
- Retractable banner in prime location
- Insert in registration bag
- Inside full-page premier location advertising in conference program
- Two pre-event social media posts
- Booth space (prime spot with demonstration/video options, and all booth space offerings)
- Online logo and link to your company site on conference and NAWLEE website

BREAKFAST / LUNCHEON SPONSOR: \$15,000

There will be six Breakfast / Lunch Sponsor opportunities available. This package includes:

- Formal introduction and the opportunity for a company representative to speak at a breakfast or lunch
- Two conference passes for company representatives
- Two “vendor only” passes for company representatives
- Signage in prominent area
- Logo onscreen (shared) prior to all general sessions
- Insert in registration bag
- Full-page premier location advertising in conference program
- Two pre-event social media posts
- Booth space (prime spot with demonstration / video options, and all booth space offerings)
- Online logo and link to your company site

CONFERENCE SUPPORTER: \$10,000

There will be ten Conference Champion opportunities available. This package includes:

- Formal introduction at a general session
- Two conference passes for company representatives - one pass for vendor.
- Signage in prominent area
- Logo onscreen (shared) in the main ballroom
- Logo onscreen in breakout session
- Insert in registration bag
- Retractable banner outside breakout session
- Half-page advertising in conference program
- A pre-event social media post
- Booth space (Prime spot and all booth space offerings)
- Online logo and link to your company site
- Consideration of company-supported presentation / breakout session (session presentation and speaker must be pre-approved)

PROMOTIONAL AND HIRING CENTER HOST: \$7,500

There will be two opportunities to host a Promotional and Hiring Center. This package includes:

- Formal introduction at a general session
- Two conference passes for company representatives
- A separate meeting space to conduct mock interview / one on one meetings with attendees
- Signage
- Logo onscreen (shared) in the main ballroom
- Half-page advertising in conference program
- A pre-event social media post
- Booth space
- Breakout session opportunity
- Online logo and link to your company website
- Unlimited job postings on NAWLEE website and social media for one year
- Direct emailing of job postings once per month to the NAWLEE membership for a year



CONFERENCE CONTRIBUTOR: \$5,000

This package includes:

- Formal introduction at a general session
- One conference pass for company representatives
- Signage in a prominent spot
- Logo onscreen (shared) in the main ballroom
- Half-page advertising in conference program
- A pre-event social media post
- Booth space
- Online logo and link to your company site

EXHIBIT BOOTH: \$1,750

There will be a formal opening and dedicated times for exhibits. Refreshments will be served, and drawings will take place (attendance required to claim prizes) in the exhibit area.

- Booth space will include pipe and drape, table, two chairs, a wastebasket, and carpeting
- **One** conference pass included (additional passes can be purchased)
- Quarter-page advertisement in program book (additional space can be purchased)
- Logo onscreen (shared) in the main ballroom
- Your company listing on conference website
- Signage in high traffic area
- Opportunity to provide an item for the silent auction
- Opportunity to participate in a formal drawing promotion (vendor supplies a raffle item worth \$100 and conference attendees are provided a list of participating booths)
- Opportunity to upgrade to prime space with additional signage (\$2,000) (call to secure this spot)

Exhibitor conference pass is for the day time events on April 23-25.



We understand that not everyone can join us in Las Vegas, so we have created opportunities for promoting your product and services, and for showing your support for NAWLEE and women in law enforcement.

SUPPORTERS

\$5,000

- Full-page advertising in program book
- Company logo/link on conference website
- Company logo/link on NAWLEE website
- Retractable banner/signage

\$2,500

- Full-page advertising in program book
- Company logo/link on conference website
- Poster/signage

ADVERTISING

- \$1,500 – Full-page advertising in program book and retractable banner
- \$1,250 – Full-page advertising in program book and logo on shared signage
- \$1,000 – Retractable banner
- \$500 – Half-page advertising in program book
- \$350 – ¼-page advertising in program book

ADD ON ITEMS

- Call NAWLEE today to talk about challenge coins, photo backdrops, drink tickets, scholarships, booth refreshment stations, and other options to enhance the conference experience.
- All artwork must be supplied by sponsor. Due to supply chain issue, Exhibitor and Sponsor artwork is due by Feb. 15, 2024, to ensure inclusion in the program book and that proper signage and collateral items can be ordered, otherwise, NAWLEE offers a degree of flexibility.
- NAWLEE offers special rates for NAWLEE women owned businesses, and our association partners. Call or email today to learn more.
- To secure your spot at the 28th Annual Conference (April 23-26, 2024) contact Kym Craven, NAWLEE Executive Director at 913-579-0003, executivedirector@nawlee.org or visit www.nawlee.org for more information and online registration.

LEAD. INSPIRE. MENTOR.



Partner Benefit	Conference Host (1)	Welcome Host (1)	Executive Host (1)	Breakfast/ Lunch Sponsor (6)	Conference Supporter (10)	Promotional & Hiring Center Host (2)	Conference Contributor
Speaking/Introduction	Opening Ceremonies	Reception & General	Chiefs track & Formal	Speaking & Formal	Formal	Breakout & Formal	Formal Introduction
Conference Passes	6	4	2 (& 2 vendor passes)	2 (& 2 vendor passes)	2 (& 1 vendor pass)	2	1
Company Signage	X	X	X	X	X	X	X
Logo onscreen prior to General Sessions	X (Solo)	X	X	X	X	X	X (Shared)
Logo and Link on Conference Website	X	X	X	X	X	X	X
Booth Space	X	X	X	X	X	X	X
Ad in Conference Program (details above)	X	X	X	X	X	X	X
Pre-event Social Media Posts	4	3	2	2	1	1	1
Insert in Registration Bag	X	X	X	X			
Demonstration Option	X	X	X	X			
Logo and Link on NAWLEE Website (post conference)	X	X	X	X			
Pre-event Promotional Email	X	X	X				
Retractable Banner (Location Depends on Sponsor Level)	X	X	X				
Break Out Session / Case Study	X	X	X			X	
Conference Naming Rights	X						
Logo on Conference Bag	X						
Private Reception with NAWLEE Board of Directors	X						
Post Conference Recognition and Email	X						
Photos Opportunity with the Board of Directors (formal)	X						
Total Investment	\$40,000	\$20,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000

Package customizations are possible, for example a demonstration can be substituted for the showing of a video, a promotional item offered instead of a banner, "Rising Together." Call NAWLEE today to discuss your options: 913-579-0003.

