



2019 CUPA CONFERENCE SPONSORSHIP OPPORTUNITIES





The California CUPA Forum is a non-profit 501(c)(6) statewide association
(Tax ID# 95-4720243)

81 Certified Unified Program Agencies and 24 Participating Agencies
implement the Unified Program.

There are **over 6,000 member accounts** in the calcupa.org website.

Introduction

The organization works with the **Office of the State Fire Marshal, the California Office of Emergency Services, the Department of Toxic Substances Control, the State Water Resources Control Board and Cal EPA** to update and continuously improve the Unified Program for the agencies, businesses and the communities we serve.

For the past 20 years, the California CUPA Forum Board has invited both government entities and industries to attend and receive the same training at the annual training conference.

The California CUPA Forum's focus is on how we can work with all parties, both internal and external, to:

- Develop guidance, regulations, and policies regarding CUPA administration.
- Establish positions on statewide issues affecting CUPAs and provide a unified CUPA response to such issues.
- Coordinate an information exchange between CUPAs and the State on statewide issues.
- Assist in making professional training available to both CUPA agencies and industry.

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| 2018 CUPA CONFERENCE | RECAP |
| Event Name | 20th California Unified Program Annual Training Conference |
| Date | February 5 – 8, 2018 |
| Location | Hyatt, San Francisco Airport, San Mateo County |
| Number of Attendees | 1,945 |
| Theme | Honoring the Past, Shaping the Future |
| Attendee Profile | <p>1,600 Conference attendees plus 345 Basics of HW and Refinery Meetings</p> <p>60% Government attendees</p> <p>40% Industry attendees</p> <p>85% of attendees attend the entire week</p> <ul style="list-style-type: none"> 6% Federal gov't (military, FBI, NASA, US EPA, Homeland Security, etc.) 18% State gov't (labs, DTSC, SWRCB, Cal/EPA, OES, SFM, CDPH, etc.) 76% Local gov't (counties, cities, universities, fire, environmental/public health dept, etc.) |

| 2019 CUPA CONFERENCE | |
|-----------------------------|---|
| Event Name | 21st California Unified Program Annual Training Conference |
| Date | February 25 - 28, 2019 |
| Location | Marriott, Anaheim, Orange County |
| Number of Attendees | 2,000 + |
| Theme | One Team, One Goal |
| Features | 12 Tracks 144 Training Sessions Facility Tours Opening Ceremony Welcome Reception Golf Tournament CUPA Cup Competition Various Committee and TAG meetings Leadership Awards Student Research Awards and Scholarships |

| <i>Sponsorship Opportunities</i> | <i>Cost</i> |
|---|--|
| Media Wall — cost for electronic display at Registration | \$10,800 full 4 day sponsor or \$2,700 one day sponsor |
| Notebook — cost to purchase conference notebook for each attendee | \$2,500 — maximum of 6 sponsors |
| Name Badge Sponsor — offset of expense for attendee name badge printing | \$2,000 — maximum of 1 sponsor |
| Name Badge Lanyard Reel Sponsor — cost to purchase name badge lanyard reels made with hemp with the California CUPA Forum logo for attendees | \$500 —bronze \$1,000—silver \$1,500 —gold |
| Coffee Service — offset of expense for morning break or afternoon break coffee service | \$500 —bronze \$1,000—silver \$1,500 —gold |
| Sunday, 2/24 Golf Tournament Sponsor — offset to costs associated with the golf tournament | \$100 |
| Monday, 2/25 Industry Stakeholders Meeting - offset of expenses for hors d’ oeuvres | \$1,000 |
| Tuesday, 2/26 Opening Ceremony — offset of expenses for keynote speaker | \$10,000 |
| Wednesday, 2/27 2:45pm Cookie Break Sponsor — offset of expense to provide cookies at the Wednesday afternoon break in between training sessions | \$500 —bronze \$1,000—silver \$1,500 —gold |
| Wednesday, 2/27 Welcome Reception — offset of expenses for hors d’ oeuvres | \$5,000 |
| Band Sponsor — cost to provide musical entertainment at the 2/26 Welcome or 2/27 Exhibitor reception | \$500 — specify reception |
| Wednesday, 2/27 CUPA Cup Event Sponsor — offset of expenses for CUPA Cup event | \$5,000 |
| CUPA Cup Corn Hole or Ping Pong Table Sign — sponsor a corn hole station or ping pong table | \$250 |
| Sponsor and Exhibitor Enhancements (2/26 & 2/27 Reception only) — purchased directly through the Marriott | Estimated Costs \$1,000 - \$2,500 |

DESCRIPTION AND SPONSOR BENEFITS

Media Wall Sponsor

Sponsor receives:

- "Sponsored by" slide throughout the video display on sponsored day
- Recognition one-sheet in 2,000+ conference notebooks
- Recognition on sponsor slide in breakfast, lunch and reception slide show
- Sponsorship logo in Sponsorship Information posted at calcupa.org
- Literature space for your promotional materials
- Acknowledgement at the Opening Ceremony



General Specs:

- One 7'x 12' LCD video wall comprised of 9) 55" seamless LCD displays
- Located on the main floor behind Registration
- Standard utilization includes one input source across all displays
- Total wall standard resolution @ 1920x1080 60 Hz resolution

Features:

- Logo Branding - Brand Recognition with Company Logos for Sponsors and Exhibitors
- Agenda Display - Attendees will be kept up to date with changes in real time to the Schedule of Events and Meeting Locations.
- Featured Events - Opening Ceremony with featured Keynote Speaker, announcement of Unified Program Leadership Awards, Student Research and CUPA Cup winners



Notebook Sponsor

Sponsor receives:

Recognition on Media Wall display

Debossed logo on the back of 2,000+ conference notebooks

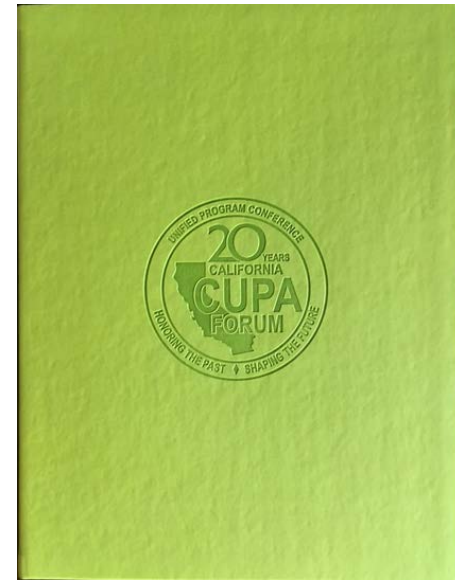
Recognition on sponsor slide in breakfast, lunch and reception slide show

Sponsorship logo in Sponsorship Information posted at calcupa.org

Literature space for your promotional materials

General Specs:

- Artwork must be received as a one color EPS file
- Maximum number of sponsors = 6
- Deadline to participate as a sponsor is November 30, 2018



Name Badge Sponsor

Sponsor receives:

- Logo on 2,000+ double-sided name badges
- Recognition on sponsor slide in breakfast, lunch and reception slide show
- Sponsorship logo in Sponsorship Information posted at calcupa.org
- Literature space for your promotional materials

General Specs:

- Maximum number of sponsors = 1
- Deadline to participate as a sponsor is December 31, 2018



Name Badge Lanyard Reel Sponsor

Sponsor receives:

- Recognition on sponsor slide in breakfast, lunch and reception slide show
- Sponsorship logo in Sponsorship Information posted at calcupa.org
- Literature space for your promotional materials

General Specs:

- Deadline to participate as a sponsor is December 31, 2018



Coffee Service Sponsor

Sponsor receives:

Recognition on Media Wall display (sponsorship day only)

Recognition at coffee station

Recognition on sponsor slide in breakfast, lunch and reception slide show

Sponsorship logo in Sponsorship Information posted at calcupa.org

Literature space for your promotional materials



Golf Tournament Sponsor

Sponsor receives:

Recognition on sponsor slide in breakfast, lunch and reception slide show

Sponsorship logo in Sponsorship Information posted at calcupa.org

Literature space for your promotional materials

- WISH LIST
- Golf Towels
 - Golf Caps
 - Golf Balls
 - Ball Markers
 - Divot Tools
 - Golf Umbrellas
 - Golf Coolers



Industry Stakeholders Meeting

Sponsor receives:

Recognition slide in meeting room

Recognition on sponsor slide in breakfast, lunch and reception slide show

Brochure table space in meeting room

Sponsor sign at hors 'd oeuvres table



Opening Ceremony Sponsor

Sponsor receives:

Recognition on Media Wall display (Monday & Tuesday)

Recognition one-sheet in 2,000+ conference notebooks

Recognition on sponsor slide in breakfast, lunch and reception slide show

Acknowledgement at Opening Ceremony

Sponsorship logo in Sponsorship Information posted at calcupa.org

Literature space for your promotional materials



Wednesday Cookie Break Sponsor

Sponsor receives:

Recognition on Media Wall display (Monday, Tuesday & Wednesday)

Recognition at Wednesday afternoon cookie station

Recognition on sponsor slide in breakfast, lunch and reception slide show

Sponsorship logo in Sponsorship Information posted at calcupa.org



Welcome Reception Sponsor

Sponsor receives:

- Recognition on Media Wall display (Monday & Tuesday)
- Recognition one-sheet in 2,000+ conference notebooks
- Recognition on sponsor slide in breakfast, lunch and reception slide show
- Acknowledgement at Welcome Reception
- Sponsorship logo in Sponsorship Information posted at calcupa.org
- Literature space for your promotional materials



Band Sponsor

Sponsor receives:

- Recognition on Media Wall display (Monday, Tuesday & Wednesday)
- Acknowledgement at Reception
 - (Welcome Reception – Tuesday, 2/26, from 4:45pm – 6:00pm)
 - (Vendor Reception – Wednesday, 2/27, from 4:45pm to 6:00pm)
- Recognition on sponsor slide in breakfast, lunch and reception slide show
- Sponsorship logo in Sponsorship Information at calcupa.org



CUPA Cup Event Sponsors

Sponsors receive:

Recognition on Media Wall display (Tuesday & Wednesday)

Recognition on CUPA Cup one-sheet in 2,000+ conference notebooks

Recognition on sponsor slide in breakfast, lunch and reception slide show

Sponsorship logo in Sponsorship Information posted at calcupa.org

Literature space for your promotional materials



CUPA CUP Corn Hole (competitive event)



Casino / Ping Pong (non-competitive events)



Sponsor and Exhibitor Enhancements – to be purchased directly through the Marriott

Keg



Wine Station



Drink Ticket Sponsor



Dessert Station



Smoothie Station



Raffle Prize Donation

Sponsor receives:

Recognition on Raffle Prize slide on Media Wall display

Recognition on Exhibitor and Raffle Prize one-sheet in 2,000+ conference notebooks

Recognition on sponsor slide in breakfast, lunch and reception slide show

Recognition at Registration Desk

Sponsorship logo in Sponsorship Information posted at calcupa.org

Recognition during raffle prize drawings at Thursday's luncheon





**For answers to questions on sponsorship opportunities
or to submit a proposal
please contact:**

**Patti Rosol-Cary
714-765-4081
714-262-1721**

**Sheryl Baldwin
530-676-0815**

Thank you, in advance, for your consideration!