



CAPIO

ADVANCING PUBLIC SECTOR COMMUNICATORS

2022

Annual Partner
& Sponsorship Opportunities





ABOUT CAPIO

Founded in 1971, the California Association of Public Information Officials (CAPIO) is the leading statewide organization dedicated to advancing public sector communicators across all levels of government. Our members represent public sector agencies and engage communities through honest and transparent communication. CAPIO provides education and networking that helps our members and their agencies develop and advance. CAPIO membership ranges between 700-800 members annually, and growing.

CAPIO ANNUAL PARTNER & SPONSOR OPPORTUNITIES

CAPIO offers an Annual Partnership program that features year-round recognition to nearly 800 members and an additional, 2000 interested parties. Recognition will begin July 1, 2022 and go through June 30, 2023. For those looking for a single-time marketing opportunity, please see our conference sponsorship opportunities on the following pages.

ANNUAL CAPIO BENEFITS—FY 2022–2023

800 members + additional exposure

	Diamond Partner \$7,500	Platinum Partner \$5,500	Gold Partner \$3,500
Complimentary Annual CAPIO membership(s)—\$275 value/membership—membership includes opportunity to log-in as a member to view our member directory, sign up for webinars and events at the discounted membership price and participate in our member-discussion boards.	FOUR	TWO	ONE
Opportunity to post events on the NEW capio.org partner calendar **	EIGHT	FOUR	TWO
One-year listing on capio.org vendor resource page	●	●	●
Logo at the bottom of the CAPIO newsletter (6 times per year) with link to website		●	
Opportunity as a member to be automatically notified of RFP's submitted in the CAPIO RFP portal	●	●	●
Partner highlight in the CAPIO corner	●	●	
Logo on the new CAPIO partner page	●	●	●
“CAPIO Partner” logo for marketing purposes	●	●	
Emergency communications academy recognition (one comp pass for Diamond)	●	●	●
Education article (700 words) in bi-monthly CAPIO newsletter	TWO	ONE	
Social media boost—shares, retweets (sponsor selected**)	FOUR	TWO	
Opportunity to introduce a CAPIO webinar and moderate Q&A at the end	●	●	
Opportunity to participate in a partner panel webinar (1 per industry throughout the year)	●	●	
Customized Instagram stickers	●	●	
CAPIO Chirp podcast 15-second commercial (Diamond) or shout out by hosts (Platinum)	●	●	
Logo visibility on CAPIO website horizontal scroll bar	●		
Opportunity to feature a 30-second commercial on CAPIO Partner Page	●		
Personalized sponsor E-blast sent from CAPIO to contacts; 1 per year	●		

CONFERENCE RECOGNITION BENEFITS <i>Exhibit Space</i>	10 ft. Space, Premium Location	10 ft. Space	8 ft. Space
Full Conference registration	FOUR	THREE	TWO
Ad in conference program guide	FULL PAGE	HALF PAGE	QUARTER PAGE
Additional tickets to Awards Dinner with reserved seating	FOUR	THREE	TWO
Logo recognition at entry to Tuesday night reception	●	●	●
Logo in Awards Dinner program	●	●	●
Opportunity to giveaway door prizes at the end of a general session with live announcement	●	●	●
Logo and listing on conference website/mobile app	●	●	●
Opportunity to upload a PDF on conference website partner listing	●	●	●
Conference sponsor ribbon	●	●	●
Recognition at Awards Dinner with reserved seating	●	●	
Conference attendee list two weeks prior to conference (for one time use—members may opt out)	●	●	
Opportunity for 30 second commercial to be featured on conference website	●		
General Session Recognition (approx. 400 attendees) 3 minute sponsor spotlight during a general session—with opportunity to present visuals (slides or video) within the 3 minute limit.	●		

NOTE: CAPIO will hold our conference again in May 2023 (Monterey). Partners may opt to exhibit at that conference as well for \$2,000 to be invoiced in Jan. 2023. The \$2,000 will include one conference pass and benefits at your Annual Partner level. Additional passes can be purchased separately.

CONFERENCE BOOTH SPACE ONLY | \$2,000

Interested in just exhibiting at our annual conference? This option includes a draped 6 foot table, one chair, electricity, WiFi access and 1 full conference registration including meals. You have an option to add a one year CAPIO membership for an additional \$150 (discounted from \$275).

**Policy regarding CAPIO Partner calendar listings, social media shares and email blasts:
Annual Partner calendar listings, social media listings/shares and email blasts are subject to approval prior to posting/distribution. Calendar listings and social media share requests should be requested a minimum of 5 days prior to the requested posting.



A LA CARTE

Conference Only Sponsors

Early Bird Bonus

These items are available exclusively to our Diamond and Platinum Annual Partners as add-ons through July 1, 2022. After July 1, all remaining options will be available as add-ons for other levels or as stand-alone sponsorship items. Please note—items below do not include conference registration. Registrations may be purchased in addition to the items below. Final deadline for commitments September 1.

WiFi Sponsor | **\$3,500** *(one available)*

Continental Breakfast Sponsor | **\$2,000** *(two available)*

Break Sponsor | **\$1,500** *(two available)*

Monday Night Welcome Reception | **\$1,500** *(four available)*

Monday Night Beach Bonfire After Party | **\$2,000** *(one available)*
– Ability to customize beverage/snack service (at your own cost)

Branded hotel key cards | **\$2,000** *(one available)*

Wednesday Morning Yoga or Beach Walk | **\$500** *(one available)* for each

Attendee lanyard | **\$2,000** *(one available)*

Speaker gift sponsor | **\$2,000** *(one available)*

Floor clings | **\$1,500** *(one available)*

Recharge working lounge | **\$1,500** *(two available)*

Opportunity to host the recharge working lounge for a day—and ability to customize beverage/snack service in the lounge through the hotel (at your own cost).

Conference passes not included in conference only sponsorships.

2022 CAPIO ANNUAL CONFERENCE SCHEDULE & INFORMATION



Location:

San Diego Mission Bay Resort,
1775 East Mission Bay Drive
San Diego, CA 92109

Note: Exhibit hours are Tuesday from 8:00 AM—6:30 PM and Wednesday from 8:00 AM—3:30 p.m. Peak times are during breakfast, morning and afternoon breaks, and Tuesday’s mixer. We encourage you to participate in our lunches and conference sessions which provide additional networking opportunities. Annual partners and conference sponsors are responsible for booking and paying for their own hotel reservations. Visit capio.org/conference for the hotel booking information and links.

Additional conference badges are available for purchase as follows:

- Additional badges (no meals): \$250 each
- Additional badges with receptions and Tuesday/Wednesday Breakfast and Lunch: \$400 (dinner not included)
- Additional badges with all meals: \$600

Monday Aug. 29

1:00—5:00 PM	Pre-Conference Sessions & Team building
1:00—5:00 PM	Exhibitor Set-Up
4:45—6:00 PM	Welcome Reception
8:30—9:30 PM	Beach Bonfire After Party

Tuesday Aug. 30

7:00—7:30 AM	Exhibitor Set-Up
9:00 AM—5:00 PM	Full Day of Sessions
5:00—6:00 PM	Sponsor Mixer
6:00—8:30 PM	Open Evening to explore local restaurants

Wednesday Aug. 31

9:00 AM—5:00 PM	Full Day of Sessions
3:30—5:00 PM	Exhibitor Tear Down
5:30—6:30 PM	Reception
6:30—9:00 PM	Dinner

Thursday Sept. 1

8:30—11:00 AM	Educational Workshops
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CAPIO 2022 SPONSOR COMMITMENT FORM

Key Partner Agreement:

Yes! We would like to participate as a CAPIO Annual Partner at the following level:

Diamond | \$7,500

Platinum | \$5,500

Gold | \$3,500

Conference Booth Space Only:

We would like to participate as a conference exhibitor | **\$2,000**

Select which conference(s) you will be participating in as an exhibitor.

San Diego (August 2022)

Monterey (May 2023)

Conference Add-Ons:

(Available through Aug. 1 to Diamond and Platinum Key Partners.
Open after August 1 to Gold and Conference Exhibitors).

WiFi Sponsor
\$3,000 (one available)

Continental Breakfast Sponsor
\$2,000 (two available)

Break Sponsor
\$1,500 (two available)

Monday Night Welcome Reception
\$1,500 (four available)

Branded hotel key cards
\$2,000 (one available)

Wednesday Morning Yoga
\$500 (one available)

Beach Walk
\$500 (one available)

Attendee lanyard
\$2,000 (one available)

Speaker gift sponsor
\$2,000 (one available)

Floor clings
\$1,500 (one available)

Recharge working lounge
\$1,500 (two available)

Beach Bonfire After Party
\$2,000 (one available)

Total Commitment: _____

Contact Name: _____ **Title:** _____

Company: _____

Address: _____

Email: _____ **Phone:** _____

Signature: _____ **Date:** _____

Complete this form and email it to members@capiro.org, fax it to 1-866-352-7356, or sign up online at capiro.org.