



ADVANCING PUBLIC SECTOR COMMUNICATORS

2025
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 is 1,100 members annually, and growing.

CAPIO ANNUAL PARTNER & SPONSOR OPPORTUNITIES

CAPIO offers an Annual Partnership program that features year-round recognition to nearly 1,100 members and an additional, 3,000 interested parties. Recognition will begin January 1, 2025 and go through December 31, 2025. For those looking for a single-time marketing opportunity, please see our conference sponsorship opportunities on the following pages.

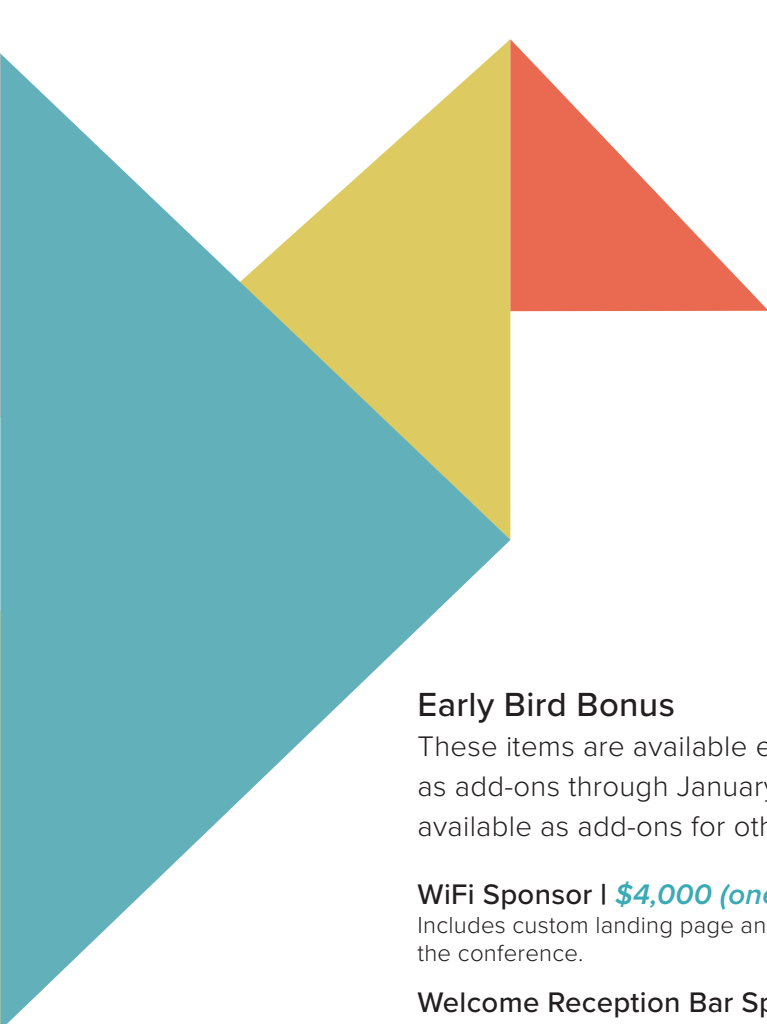
ANNUAL CAPIO BENEFITS—2025 CAL YR <i>1,100 members + additional exposure</i>	Diamond Partner \$7,500	Platinum Partner \$5,500	Gold Partner \$3,500
Complimentary Annual CAPIO membership(s)—\$275 value/membership—membership includes opportunity to log-in as a member to view our member directory, sign up 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 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)	●	●	●
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>Table Top Exhibit Space</i>	10 ft. Space, Premium Location	8 ft. Space	6 ft. Space
Full conference registration \$715 value-registration includes full conference pass, meals included	FOUR	THREE	TWO
Ad in Luncheon program guide	FULL PAGE	HALF PAGE	QUARTER PAGE
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	●	●	●
Custom e-blast by CAPIO to Conference Registrants	●	●	●
Opportunity for 30-second commercial to be featured on conference website	●	●	●
General Session Recognition (approx 550 attendees) 3-minute sponsor spotlight during a general session—with opportunity to present visuals (slides or video) within the 3-minute limit.	●	●	●

CONFERENCE BOOTH SPACE ONLY | \$2,500

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 January 3, 2025. After January 3, all remaining options will be available as add-ons for other levels or as stand-alone sponsorship items.

WiFi Sponsor | \$4,000 (one available)

Includes custom landing page and ability to customize login password for attendees to use throughout the conference.

Welcome Reception Bar Sponsor | \$2,500 (one available)

Company logo imprinted on event napkins and bar signage

After Party | \$2,000 (one available)

Ability to customize beverage/snack service (at your own cost)

Attendee Lanyard | \$3,000 (one available)

Includes logo imprinted on customized lanyards for all attendees

Speaker Gift Sponsor | \$2,000 (one available)

Company logo added to the speaker gift for conference presenters (approx. 100 speakers)

EPIC Awards Dinner Night-Bar Sponsor | \$2,500 (one available)

Logo on the bar and napkins and opportunity to present an award to one of the evening winners

EPIC Awards Dinner Night-Dinner Sponsor | \$2,500 (one available)

Logo on event napkins, event signage and opportunity to present an award to one of the evening winners

EPIC Awards Dinner Night-Dessert Sponsor | \$1,500 (one available)

Logo on event napkins, event signage and opportunity to present an award to one of the evening winners

Endorsed Sponsor Event | \$500

Add your company's hosted event to the CAPIO event agenda for additional visibility and opportunity for attendees to RSVP or select event to add to their agenda.

Awards Platform Sponsor | \$3,000

Logo and recognition on the EPIC awards entry system

Bowling Night Sponsor | \$1,000

Recognition at the bowling alley with ability to customize beverage/snack service (at your own cost)

Conference passes not included in conference only sponsorships.

2025 CAPIO ANNUAL CONFERENCE ESTIMATED SCHEDULE & INFORMATION



Location:

The Meritage Resort & Spa
875 Bordeaux Way
Napa, CA 94558

Note: Exhibit hours are Wednesday from 8:00 AM—6:30 PM and Thursday from 8:00 AM—3:30 PM. Peak times are during breakfast, morning and afternoon breaks, and Wednesday'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 for \$715.00 meals included.

Tuesday April 1

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	After Party

Wednesday April 2

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
7:30—9:30 PM	Bowling at the CRUSH Lounge

Thursday April 3

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

Friday April 4

8:30—11:00 AM	Educational Workshops
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CAPIO 2025 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 | **\$2,500**

Conference Add-Ons:

(Available through Jan. 3 to Diamond and Platinum Key Partners.
Open after Jan. 3 to Gold and Conference Exhibitors).

- | | |
|---|--|
| <input type="checkbox"/> WiFi Sponsor
\$4,000 (one available) | <input type="checkbox"/> EPIC Awards Dinner Night-Bar Sponsor
\$2,500 (one available) |
| <input type="checkbox"/> Welcome Reception Bar Sponsor
\$2,500 (one available) | <input type="checkbox"/> EPIC Awards Dinner Night-Dinner Sponsor
\$2,500 (one available) |
| <input type="checkbox"/> After Party
\$2,000 (one available) | <input type="checkbox"/> EPIC Awards Dinner Night-Dessert Sponsor
\$1,500 (one available) |
| <input type="checkbox"/> Awards Platform Sponsor
\$3,000 (one available) | <input type="checkbox"/> Endorsed Sponsor Event
\$500 |
| <input type="checkbox"/> Attendee Lanyard
\$3,000 (one available) | <input type="checkbox"/> Bowling Night Sponsor
\$1,000 (one available) |
| <input type="checkbox"/> Speaker Gift Sponsor
\$2,000 (one available) | |

Total Commitment: _____

Contact Name: _____ **Title:** _____

Company: _____

Address: _____

Email: _____ **Phone:** _____

Signature: _____ **Date:** _____