

March 20-23, 2023

California Unified Program Annual Training 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 13,000 member accounts** in the calcupa.org website.

Introduction

The organization works with the **CalEPA, 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 USEPA** to update and continuously improve the Unified Program for the agencies, businesses and the communities we serve.

For the past 25 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.

2019 CUPA CONFERENCE	RECAP from last Anaheim in-person Conference
Event Name	21st California Unified Program Annual Training Conference
Date	February 25 – 28, 2019
Location	Marriott, Anaheim, Orange County
Number of Attendees	2,784
Theme	One Team, One Goal
Attendee Profile	<p>1,701 Conference attendees plus 1,083 Basics of HW and Refinery Meetings</p> <p>62% Government attendees</p> <p>38% Industry attendees</p> <p>85% of attendees attend the entire week</p> <ul style="list-style-type: none"> 3% Federal gov't (military, Coast Guard, FBI, NASA, US EPA, etc.) 10% State gov't (labs, DTSC, SWRCB, Cal/EPA, OES, SFM, CDPH, etc.) 77% Local gov't (counties, cities, universities, fire, environmental/public health dept, etc.)

2020 CUPA CONFERENCE	
Event Name	22nd California Unified Program Annual Training Conference
Date	February 3 - 6, 2020
Location	Hyatt Regency, South San Francisco, San Mateo County
Number of Attendees	2,030 at the last in-person conference
Theme	2020: Perfecting Our Vision
Features	<ul style="list-style-type: none"> 12 Tracks 144 Training Sessions Facility Tours Opening Ceremony with Keynote Speaker Welcome Reception Charity Golf Tournament benefiting those impacted by the Camp Fire CUPA Cup Competition in Exhibitor area Super Bowl Festivities Various Committee and TAG meetings Leadership Awards Student Research Awards and Scholarships Free Hazardous Waste Training for Industry

Attendees' Notebook Sponsor

Cost to purchase notebooks for each attendee

\$2,500

Sponsor receives:

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

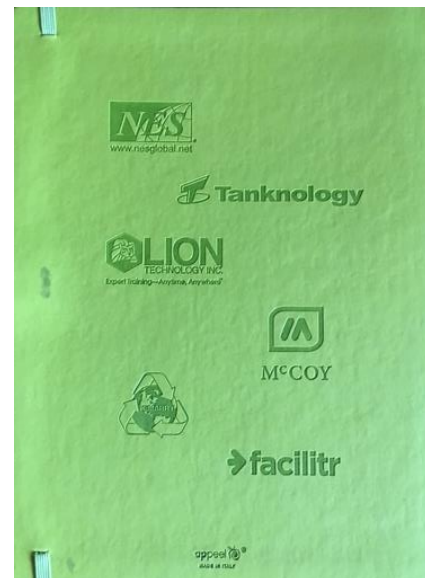
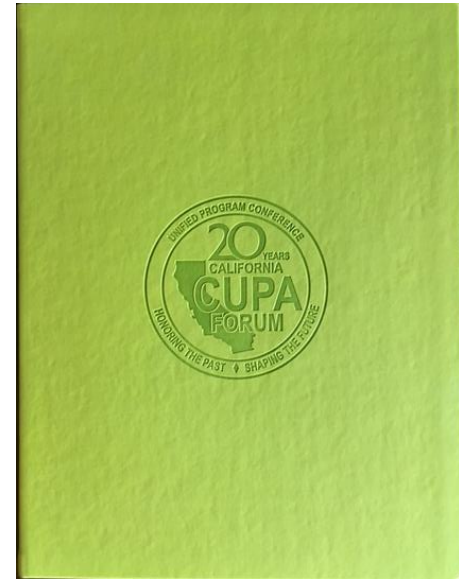
Recognition on sponsor slide in breakfast, lunch and reception slide show

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 December 15, 2022



Name Badge Sponsor

Cost to produce name badges for each attendee, speaker, student and exhibitor

\$5,000

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
- Help design 25th Anniversary name badge

General Specs:

- Maximum number of sponsors = 1
- Deadline to participate as a sponsor is January 31, 2023



Name Badge Lanyard Reel Sponsor

Cost to purchase name badge lanyard reels made with hemp with the California CUPA Forum logo

\$1,500 Gold

Sponsor receives:

- Lanyard will have California CUPA Forum logo
- 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 January 31, 2023



Coffee Service Sponsor

Offset of expense for morning break or afternoon break coffee service

\$500 Bronze / \$1,000 Silver / \$1,500 Gold

Sponsor receives:

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:

Tee Sign on golf course

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 Sponsors \$100
Player Lunch Sponsor \$500
Golf Sponsor gifts ideas \$500

160 Tee Prizes with your company logo

Golf Towels	Golf Caps
Ball Markers	Divot Tools
Golf Umbrellas	Golf Coolers



Opening Ceremony Sponsor – Tuesday, 3/21/23

Offset of expenses for keynote speaker & breakfast

\$5,000

Sponsor receives:

- 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



Industry Stakeholders Meeting –Wednesday, 3/22/23

Offset of expenses for meeting hors d' oeuvres & coffee service & ice tea

\$1,000

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



Cookie Break Sponsor – Wednesday, 3/22/23

Offset of expense to provide cookies at the Wednesday afternoon break in between training sessions

\$500 Bronze / \$1,000 Silver / \$1,500 Gold

Sponsor receives:

- 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 – Monday, 3/20/23

Offset of expenses for hors d' oeuvres

\$5,000

Sponsor receives:

- 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

Cost to provide musical entertainment at the Welcome or Exhibitor reception

\$500 per Reception

Sponsor receives:

Acknowledgement at Reception

Welcome Reception – Monday, 3/20, from 4:45pm – 6:00pm

CUPA CUP – Tuesday 3/21, from 4:45pm – 9pm (corn hole)

Vendor Reception – Wednesday, 3/22, 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 – 3/21/23

\$5,000 event sponsor

\$500 game prize sponsor

Sponsors receive:

Signage throughout event if event sponsor

Signage at game station if game station sponsor

Recognition on CUPA Cup one-sheet in conference notebooks

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

Sponsorship logo in Sponsorship Information posted at calcupa.com

Literature space for your promotional materials



Sponsor and Exhibitor Enhancements

To be purchased directly through the Hotel directly.



Keg Sponsor



Breakfast Parfait Sponsor



Wine Station Sponsor



Dessert Station Sponsor



Drink Ticket Sponsor



Smoothie Station Sponsor

Raffle Prize Donation Sponsor

Raffle prize tickets are given to attendees who visit all Exhibitors. Raffle prize winners are drawn at Thursday's luncheon

Sponsor receives:

Recognition of Raffle Prize Sponsor to attendees flyer in conference notebooks

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

Recognition and Raffle Prize displayed at Registration Desk

Sponsorship logo in Sponsorship Information posted at www.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:**

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Sign up at www.calcupa.org

Thank you, in advance, for your consideration!