

# February 26-29, 2024

## 26<sup>th</sup> 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](http://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 26 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.

<b>2023 CUPA CONFERENCE</b>	<b>RECAP from last year's 25<sup>th</sup> Annual Conference</b>
Event Name	<b>California Unified Program Annual Training Conference</b> <b>136 Training Sessions, Truck Demo's, 3 Tours in 15 Consecutive Tracks</b>
Date	<b>March 20-23, 2023</b>
Location	<b>Marriott, Anaheim, Orange County</b>
Number of Attendees	<b>3,246</b>
Theme	<b>"Honoring The Past, Embracing The Future"</b>
Attendee Profile	1,817 Conference attendees plus 1,429 Basics of HW and Refinery Meetings 1004 Government attendees (819 were CUPA/PAs) 813 Industry attendees 46 Federal gov't (military, Coast Guard, FBI, NASA, US EPA, etc.) 78 State gov't (labs, DTSC, SWRCB, Cal/EPA, OES, SFM, CDPH, etc.) 263 Local gov't (counties, cities, universities, fire, environmental/public health dept, etc.)

# Attendees' Notebook Sponsor

Cost to have embossed logo on notebooks for each attendee

## \$2,500

Sponsor receives:

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

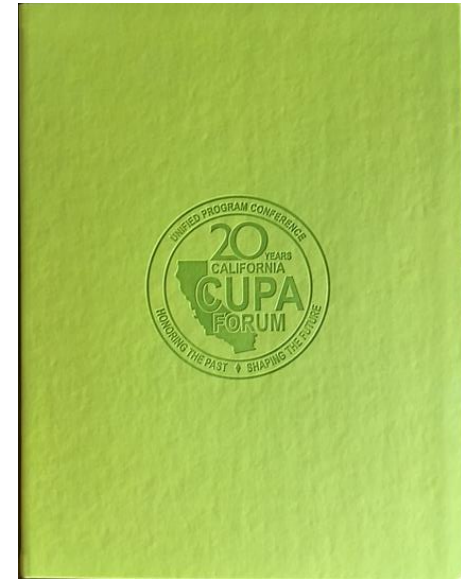
Recognition on sponsor slide in breakfast, lunch and reception slide show

Sponsorship logo in Sponsorship Information posted at [calcupa.org](http://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, 2023



# 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](http://calcupa.org)
- Literature space for your promotional materials

### General Specs:

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



Anaheim Marriott, Orange County  
March 20-23, 2023

**25th Anniversary**  
California Unified  
Program Annual Training  
Conference

Name  
Company  
*Sponsor*



22003  
Name badges sponsored by 

# 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](http://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](http://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](http://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, 2/27/24

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](http://calcupa.org)
- Literature space for your promotional materials



# Industry Stakeholders Meeting –Wednesday, 2/28/24

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, 2/28/24

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](http://calcupa.org)



# Welcome Reception Sponsor – Monday, 2/26/24

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](http://calcupa.org)
- Literature space for your promotional materials



# Band Sponsor

Cost to provide musical entertainment at the Welcome or Exhibitor reception

## \$1,000 per Reception

Sponsor receives:

Acknowledgement at Reception

Welcome Reception – Monday, 2/26, from 4:45pm – 6:00pm

CUPA CUP – Tuesday 2/27, from 4:45pm – 9pm (corn hole)

Vendor Reception – Wednesday, 2/28, 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](http://calcupa.org)





# CUPA Cup Event Sponsors – 2/27/24

## \$5,000 Event Sponsor

## \$1,000 Lane Sponsor

### Event Sponsors receive:

- Signage throughout event
- Recognition on CUPA Cup one-sheet in conference notebooks
- Recognition on sponsor slide in breakfast, lunch and reception slide show
- Sponsorship logo on Sponsorship Information page at [calcupa.org](http://calcupa.org)
- Literature space for your promotional materials



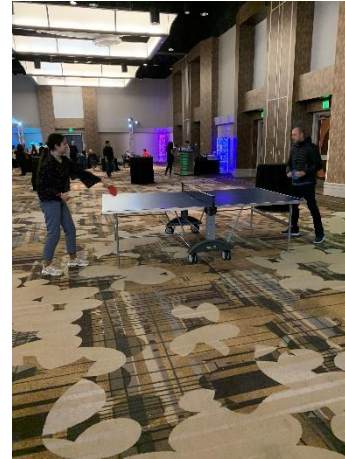
### Lane Sponsors receive:

- 1 cornhole set with company logo (8 toss bags & 2 boards) to keep or give away
- Recognition on CUPA Cup flyer in conference notebooks
- Recognition on sponsor slideshow during breakfast, lunch and reception
- Sponsorship logo on Sponsorship Information page at [calcupa.org](http://calcupa.org)
- Literature space for your promotional materials

**2/25/24 Pre-Registration Party Game Sponsorships! 4-7pm**

**2/27/24 Atrium Reception Game Sponsorships! 5-7pm**

- **Bronze Sponsorship** (Sponsor Games, DEMO or Breaks. Also, Sponsor slide at beginning of each presentation with your logo and Sponsor listing at [calcupa.org](http://calcupa.org) with your logo and link to company website.) - \$500
- **Silver Sponsorship** (Game Sponsor or Breaks. Includes signage, logo on website and ballroom slide shows.) - \$1,000
- **Gold Sponsorship** (Game Sponsor or Breaks. Includes signage, logo on website and ballroom slide shows.) - \$1,500



# EARLY REGISTRATION

## Sunday Reception Party

JOIN US SUNDAY, FEBRUARY 25<sup>TH</sup> at the

Hyatt Regency

FESTIVITIES 4-7PM

*Event Sponsor: TBD*

*\*\* Games \*\* Activities \*\* Raffle Prizes \*\**

CHECK IN AT THE REGISTRATION DESK BEFORE PROCEEDING  
TO THE ATRIUM LEVEL!

Located on the Hyatt Regency Atrium Level, the Topgolf Swing Suite features the most advanced indoor golf and interactive gaming simulator bay available. Topgolf Swing Suite offers virtual golf experiences, zombie dodgeball, football, baseball, carnival games, and more to hotel guests and locals. The bay accommodates up to 8 people. ***Tickets to play at the Registration Desk. Time slots are first come-first-served.***



Golf Tournament at Coyote Point

10:00am – 3:00pm

Players will be able to test their skill at 18 holes of golf in a 4 – person team scramble format with prizes,  
longest drive and closest to the pin competitions.



# Sponsor and Exhibitor Enhancements

To be purchased 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 winners are drawn at Thursday's luncheon

Sponsor receives:

Sponsorship logo posted on Sponsorship Information page at [www.calcupa.org](http://www.calcupa.org)

Recognition of Raffle Prize Sponsor on flyer in conference notebooks

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

Recognition and Raffle Prize displayed at Registration Desk

Recognition during raffle prize drawings at Thursday's luncheon





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

**Sheryl Baldwin, Conference Manager**

**[sheryl@calcupa.org](mailto:sheryl@calcupa.org)**

**Support staff:**

**Michele Cowdery**

**[registration@calcupa.org](mailto:registration@calcupa.org)**

**Jacob Baldwin**

**[Jacob@calcupa.org](mailto:Jacob@calcupa.org)**

**We can also be reached at the office**

**530-676-0815**

**Sign up at [www.calcupa.org](http://www.calcupa.org)**

**Thank you, in advance, for your consideration!**