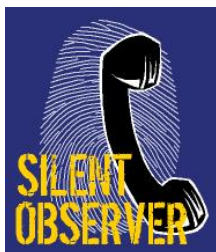


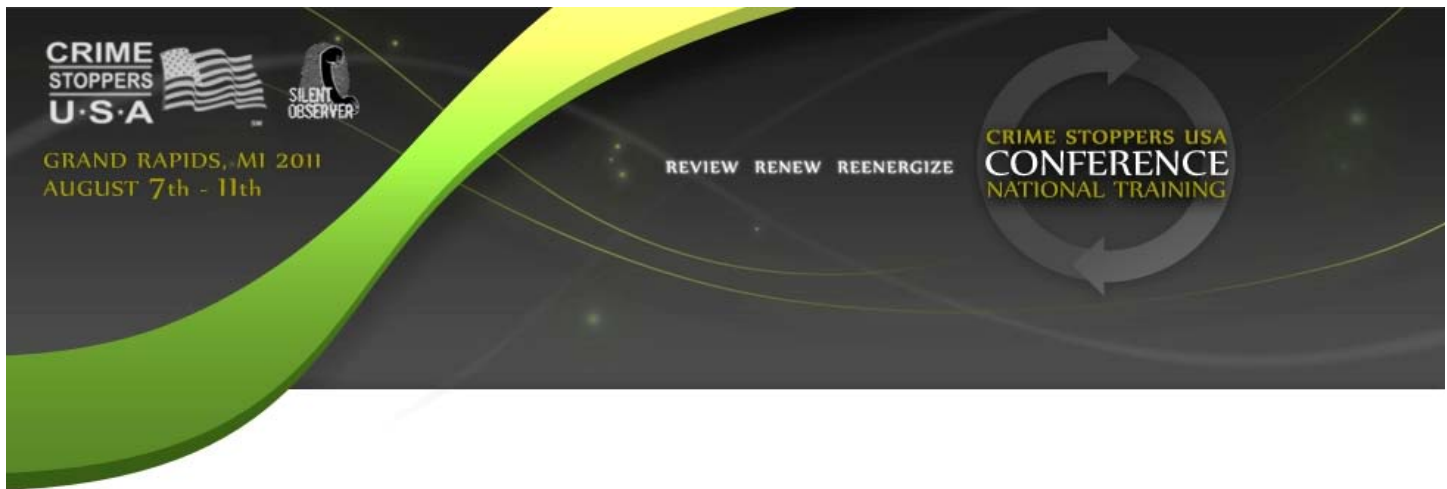


CRIME STOPPERS USA NATIONAL TRAINING CONFERENCE  
AUGUST 7-11, 2011  
GRAND RAPIDS, MICHIGAN

*HOSTED BY  
KENT COUNTY SILENT OBSERVER*







### **Board Members**

Tim Bartkowiak  
*Spartan Stores*

Marc Burns  
*Kent County Sheriff Department*

Jim Campbell  
*Ret. FBI*

Ruth Donahue  
*Fifth Third Bank*

Anita Droog  
*Victim Witness*

Laurie Forte  
*Grand Rapids Area Chamber of Commerce*

Larry Johnson  
*Grand Rapids Public Schools*

Mike Larabel, Chairman  
*Amway*

Sue Knol  
*Meijer, Inc.*

Terry McGee  
*Grand Rapids Police Department*

AJ Ponstein  
*Lacks Enterprises, Inc.*

Jennifer VanHorn  
*Strain, Murphy & VanderWal PC*

Winter 2011

Dear Crime Stoppers Supporter,

The Kent County Silent Observer Program will host the Crime Stoppers USA Training Conference this year. Delegates, coming from all over the United States, will include corporate partners, board members, law enforcement personnel, and volunteers all dedicated to running effective Crime Stoppers organizations in their communities.

This conference will provide participants a premier training and networking experience. Delegates will come away energized with renewed passion for helping victims of crime in their communities find justice.

Hosting such a valuable conference requires sponsorships to help underwrite the costs for continued training of these delegates committed to keeping our communities a safe place to live, work and conduct business. Please look at the sponsorship opportunities included in this book to find the best place for you to help.

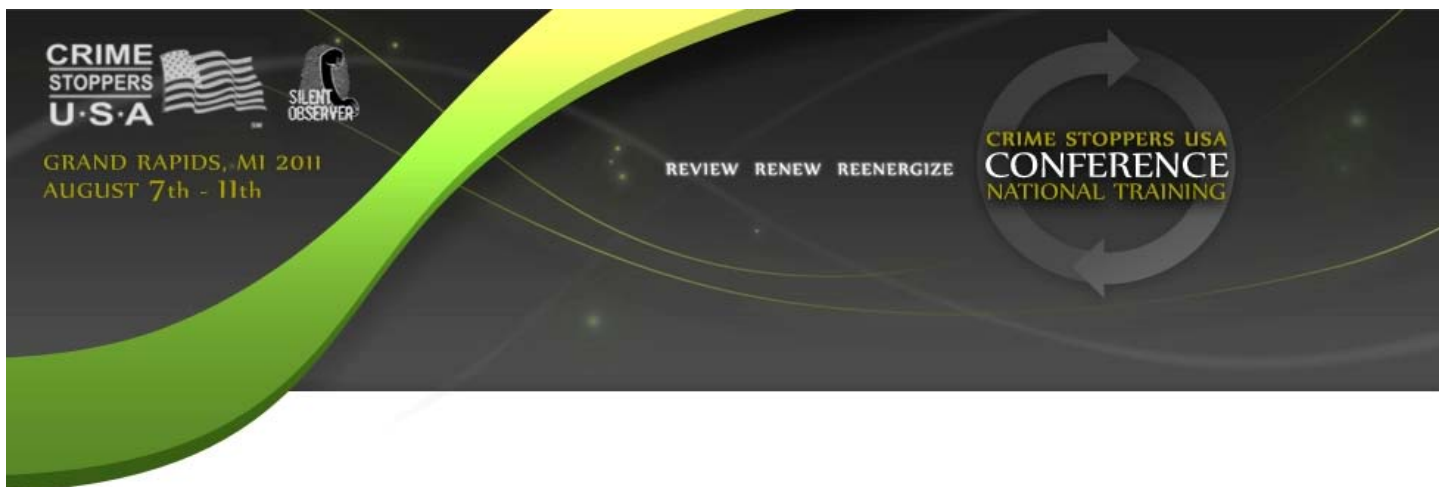
Because crime touches all lives, directly or indirectly, we greatly appreciate your all-important support!

Sincerely,

A handwritten signature in black ink that reads 'Chris Cameron'.

Chris Cameron  
Silent Observer, Executive Director  
Crime Stoppers USA Conference Chairman & Secretary  
616.454.9110  
[cameronc@grandrapids.org](mailto:cameronc@grandrapids.org)



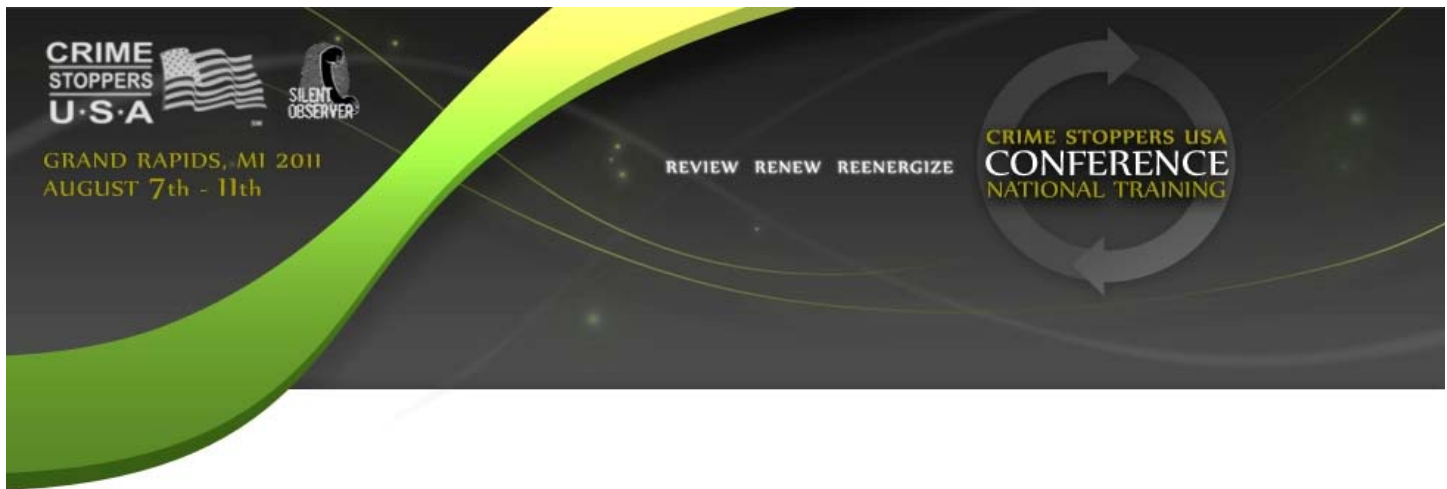


## Platinum Sponsorship

**\$25,000**

### **Sponsorship Benefits:**

- Event "Platinum" Sponsorship of all of the Events at this Conference
- Organization's logo featured as the Official "Platinum" Sponsor in all Conference promotional materials, Program collaterals and media releases
- Web site recognition and direct link to your organization's web site.
- Full Page Ad on either the Inside Front Cover or Back Cover of the Conference Program
- Prominent placement and visible branding of sponsor's name and logo as the Platinum Sponsor on all venue signage
- Six full registrations to the Conference
- Special Introduction and Two Minute Presentation at Conference Opening
- Exhibit Table
- Opportunity to include your company's materials/ gifts in the Conference tote bags.




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## Gold Sponsors

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**\$15,000**

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- Event “Gold” Sponsorship of all of the Events at this Conference
- Organization’s logo featured as the Gold Sponsor in all Conference promotional materials, Program collaterals and media releases
- Web site recognition and direct link to your organization’s web site.
- Three Quarter page ad in the Conference Program
- Prominent placement and visible branding of sponsor’s name and logo as the Gold Sponsor on all venue signage
- Four full registrations to the conference
- Special Introduction at the Opening Ceremonies
- Exhibit Table
- Opportunity to include your company’s materials/ gifts in the Conference tote bags.

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## Silver Sponsors

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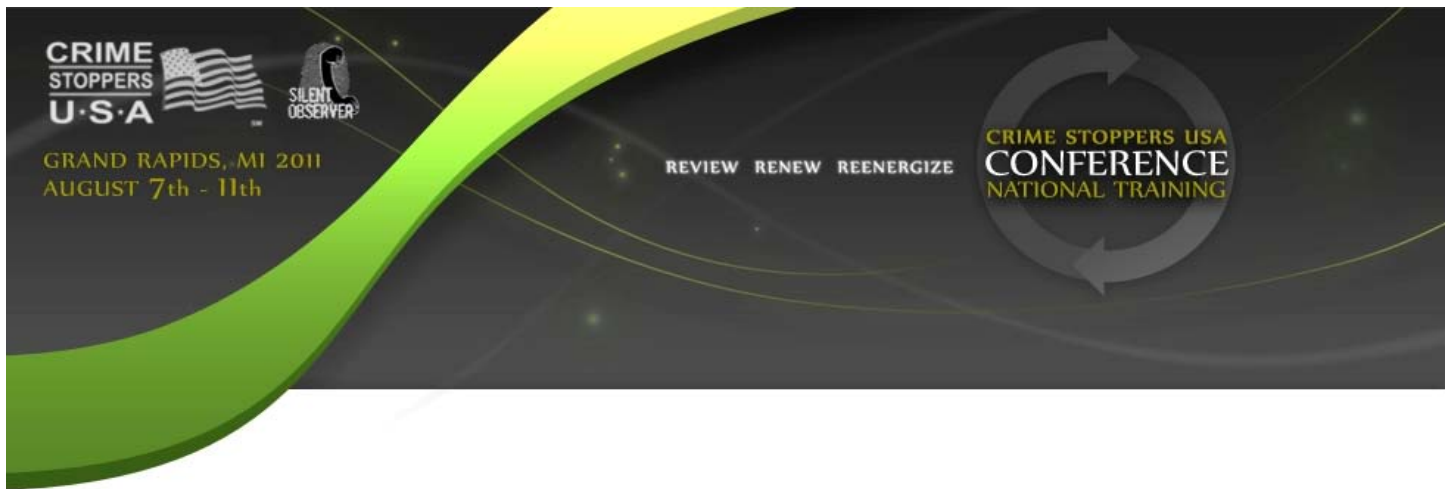


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**\$10,000**

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- Event “Silver” Sponsorship of all of the Events at this Conference
- Organization’s logo featured as the Silver Sponsor in all Conference promotional materials, Program collaterals and media releases
- Web site recognition and direct link to your organization’s web site.
- One half page ad in the Conference Program
- Prominent placement and visible branding of sponsor’s name and logo as the Silver Sponsor on all venue signage
- Two full registrations to the conference
- Special Introduction at the Opening Ceremonies
- Exhibit Table
- Opportunity to include your company’s materials/ gifts in the Conference tote bags.




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## **President's Gala and Networking Reception Sponsorship**

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**\$5,000**

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This is a sponsorship of the Networking Reception and Gala Dinner held the closing night of the Crime Stoppers USA Conference (Wednesday, August 10, 2011). After the Networking Reception, participants will enjoy dinner, a program and entertainment.

- Recognition from the podium
- Prominent placement of company name/logo as the Dinner Sponsor on event signage and printed materials.
- Prominent placement of sponsor's name/logo in conference program (1/4 page advertisement)
- Reserved table with seating for eight at the Dinner Event.
- Opportunity to include your company's materials/ gifts in the Conference tote bags

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## **A Night At The Gardens Dinner Sponsorship**

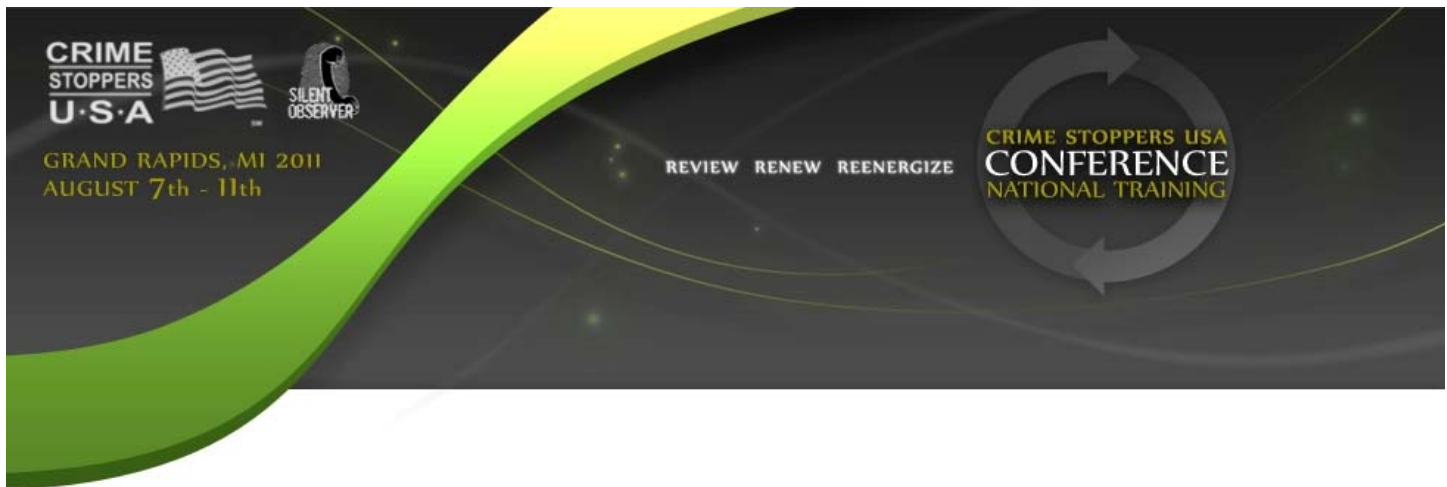
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**\$5,000**

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This is a sponsorship of Tuesday night's dinner (August 9, 2011) and networking reception during the Crime Stoppers USA Conference at Frederick Meijer Gardens & Sculpture Park. After dinner, participants will enjoy the exhibits, the grounds and all the "Gardens" have to offer.

- Recognition from the podium
- Prominent placement of company name/logo as the Dinner Sponsor on event signage and printed materials.
- Prominent placement of sponsor's name/logo in conference program (1/4 page advertisement)
- Reserved table with seating for eight at the Dinner Event.
- Opportunity to include your company's materials/ gifts in the Conference tote bags



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## **Luncheon Sponsorship**

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**\$3,500**

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This level of sponsorship entitles you to a Luncheon Sponsorship during the 3-day Crime Stoppers USA Conference

- Recognition from the podium
- Prominent placement of company name/logo as a Lunch Sponsor on event signage and printed materials.
- Prominent placement of sponsor's name/logo in conference program (1/4 page advertisement)
- Reserved table with seating for 8 at one luncheon of your choosing
- Opportunity to include your company's materials/ gifts in the Conference tote bags.

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## **Training Underwriter**

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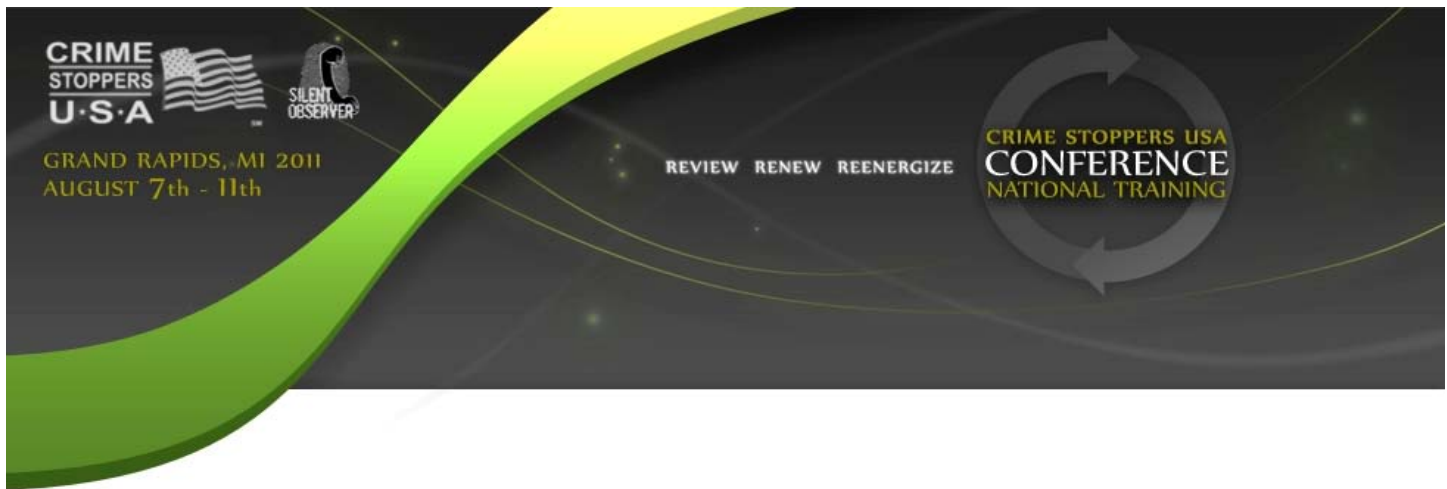
**\$3,500**

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The Crime Stoppers USA National Training Conference is planning to offer a wide range of classes so that those involved in local Crime Stoppers Programs will learn new ideas and standards in order to make their program more efficient and relevant to their community.

- Organization's name featured as a Training Underwriter in all Conference promotional materials and program collaterals
- Company name will be featured as a Training Underwriter on signage at the Conference
- Prominent placement of sponsor's name/logo in conference program (1/4 page advertisement)
- Choice of Exhibit Booth or four tickets to one luncheon of your choosing
- Opportunity to include your company's materials/ gifts in the Conference tote bags.





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## **Breakfast Sponsor**

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**\$2,500**

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This level of sponsorship entitles you a Breakfast Sponsorship during the 3-day Crime Stoppers USA Conference.

- Prominent placement of company name/logo as a Breakfast Sponsor on event signage and printed materials.
- Prominent placement of sponsor's name/logo in conference program (1/4 page advertisement)
- Opportunity to include your company's materials/ gifts in the Conference tote bags.
- Reserved table for seating of eight at one breakfast of your choosing.

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## **Coffee Break Sponsor**

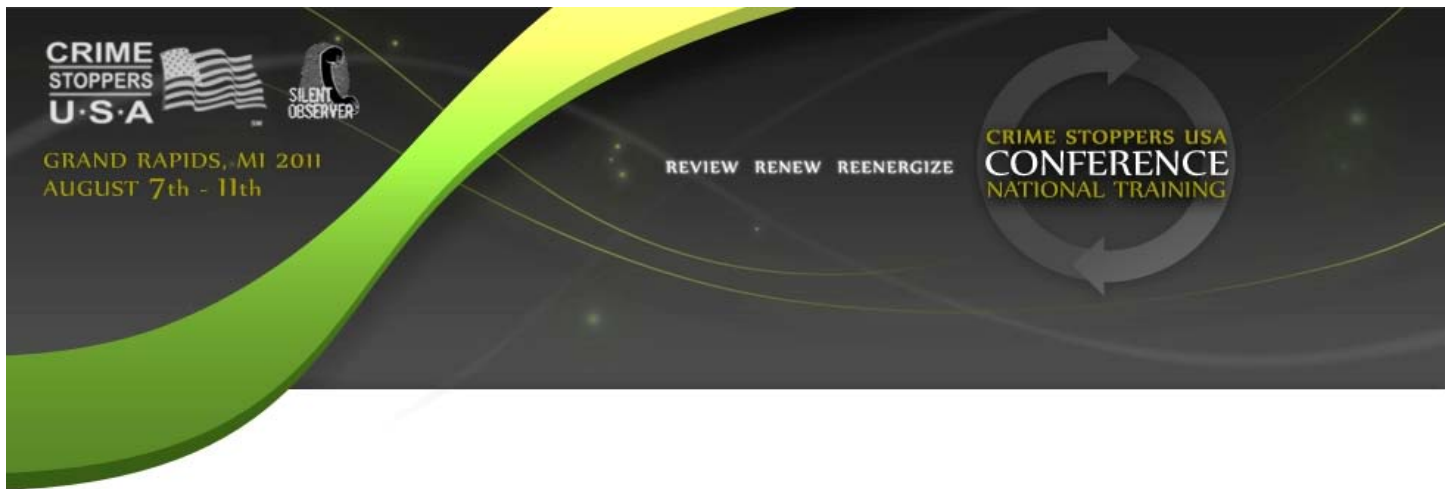
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**\$1,250**

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This level of sponsorship entitles you to a Coffee Break Sponsor during this 3-day Crime Stoppers USA Conference

- Your Organization's Company name and contact information printed in our Program.
- Signage listing your organization as the Coffee Break Sponsor
- Choice of two tickets to Welcome Reception on Sunday, August 7 or an Exhibit Booth




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## **Tote Bag Sponsor**

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**\$3,000**

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One sponsor will underwrite the Conference Tote Bag presented to all attendees upon registration.

- Sponsor's name or logo will be displayed on the tote bag that will be carried by all attendees back to their places of business.
- Web site recognition and direct link to your organizations web site
- Your Organization's Company name and contact information printed in our Program.
- Exhibit Booth
- One registration to conference

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## **Lanyard Sponsor**

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**\$2,500**

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As a Lanyard Sponsor, your name or logo will appear on the lanyard that is worn by every participant.

- Web site recognition with a direct link to your organizations web site.
- Opportunity to include your company's materials/ gifts in the Conference tote bags
- Your Organization's Company name and contact information printed in our Program.
- Exhibit Booth
- One registration to conference

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## **Notebook Sponsor**

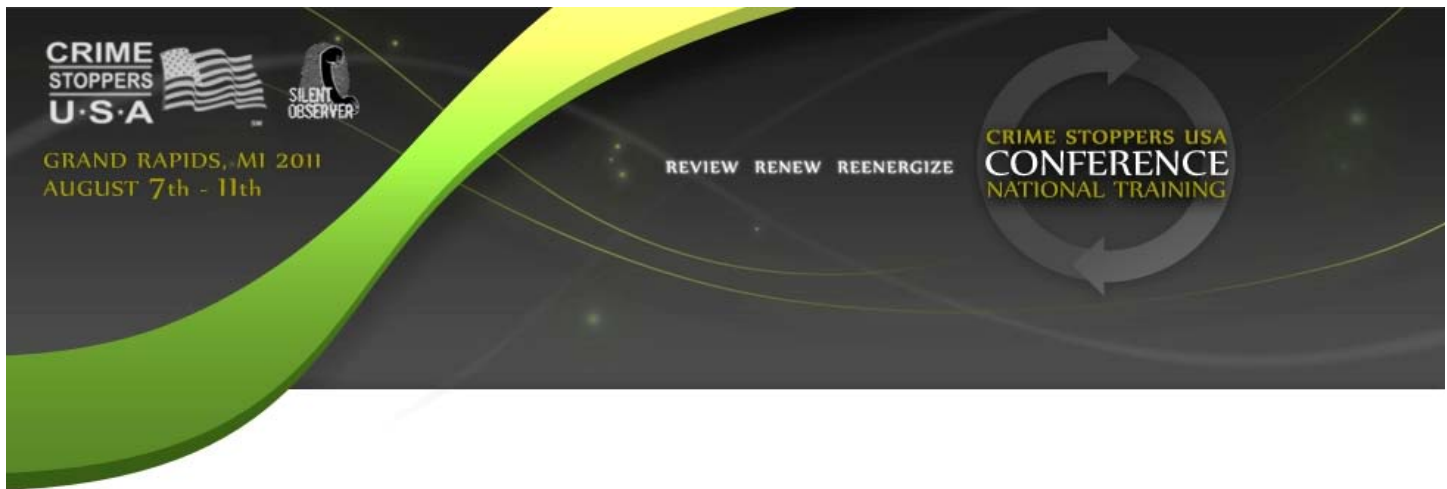
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**\$2,500**

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One sponsor will underwrite the production of the Conference notebook presented to all attendees upon registration.

- Web site recognition with a direct link to your organizations web site.
- Opportunity to include your company's materials/ gifts in the Conference tote bags
- Your Organization's Company name and contact information printed in our Program.
- Exhibit Booth
- One registration to conference



## Exhibitor

**\$1,500**

- Exhibit Booth
- Your Organization's Company name and contact information printed in our Program
- One registration to conference

## Fight Crime Sponsor

**\$1,000**

- Your company or organization would like to help underwrite the Crime Stoppers USA Conference with a \$1,000 donation.
- Your company name and contact information will be printed in our Program.
- Two tickets to one luncheon of your choice or an Exhibit Booth

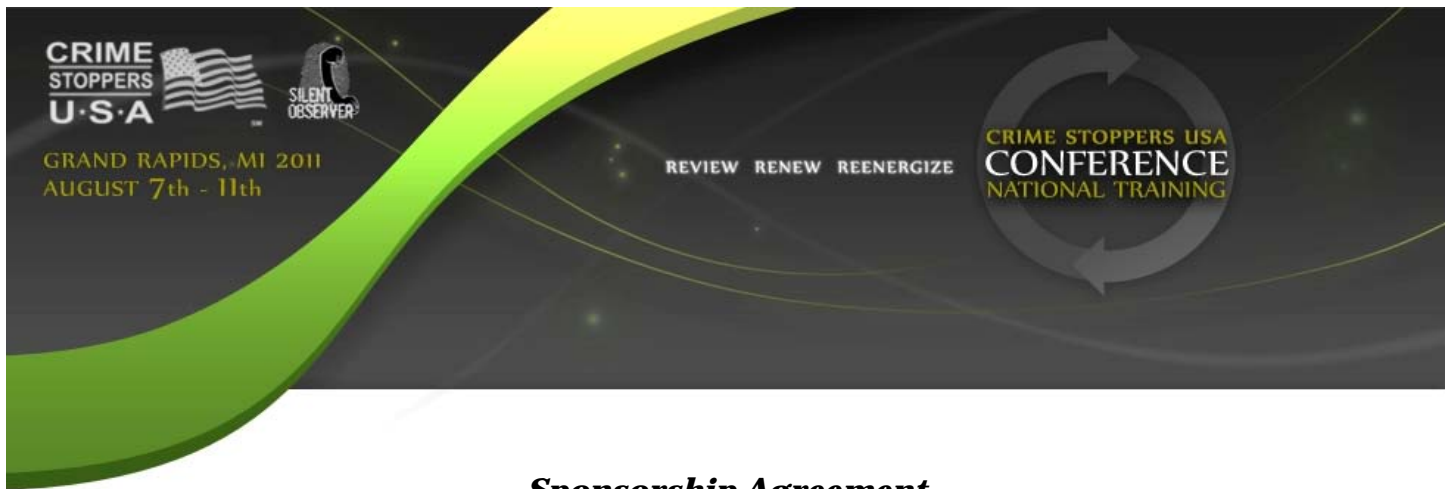
## Crime Doesn't Pay Sponsor

**\$500**

- Your company or organization would like to help underwrite the Crime Stoppers USA Conference with a \$500 donation.
- Your company name and contact information will be printed in our Program.

*For more information or to become a sponsor, please contact Crime Stoppers USA Conference Chairman Chris Cameron at 616-454-9110 or [cameronc@grandrapids.org](mailto:cameronc@grandrapids.org).*





## ***Sponsorship Agreement***

### ***1) Select sponsorship option***

<input type="checkbox"/>	<b>Platinum Sponsorship</b> <div style="text-align: right;">\$25,000</div>				
<input type="checkbox"/>	<b>Gold Sponsorship</b> <div style="text-align: right;">\$15,000</div>	<input type="checkbox"/>	<b>Silver Sponsorship</b> <div style="text-align: right;">\$10,000</div>	<input type="checkbox"/>	<b>President's Gala &amp; Networking Reception</b> <div style="text-align: right;">\$5,000</div>
<input type="checkbox"/>	<b>A Night At The Gardens Dinner Sponsorship</b> <div style="text-align: right;">\$5,000</div>	<input type="checkbox"/>	<b>Luncheon Sponsorship</b> <div style="text-align: right;">\$3,500</div>	<input type="checkbox"/>	<b>Training Underwriter</b> <div style="text-align: right;">\$3,500</div>
<input type="checkbox"/>	<b>Breakfast Sponsor</b> <div style="text-align: right;">\$2,500</div>	<input type="checkbox"/>	<b>Coffee Break Sponsor</b> <div style="text-align: right;">\$1,250</div>	<input type="checkbox"/>	<b>Tote Bag Sponsor</b> <div style="text-align: right;">\$3,000</div>
<input type="checkbox"/>	<b>Lanyard Sponsor</b> <div style="text-align: right;">\$2,500</div>	<input type="checkbox"/>	<b>Notebook Sponsor</b> <div style="text-align: right;">\$2,500</div>	<input type="checkbox"/>	<b>Exhibitor</b> <div style="text-align: right;">\$1,500</div>
<input type="checkbox"/>	<b>Fight Crime Sponsor</b> <div style="text-align: right;">\$1,000</div>	<input type="checkbox"/>	<b>Crime Doesn't Pay Sponsor</b> <div style="text-align: right;">\$500</div>		

### ***2) Fill in your contact information***

**Name /** \_\_\_\_\_

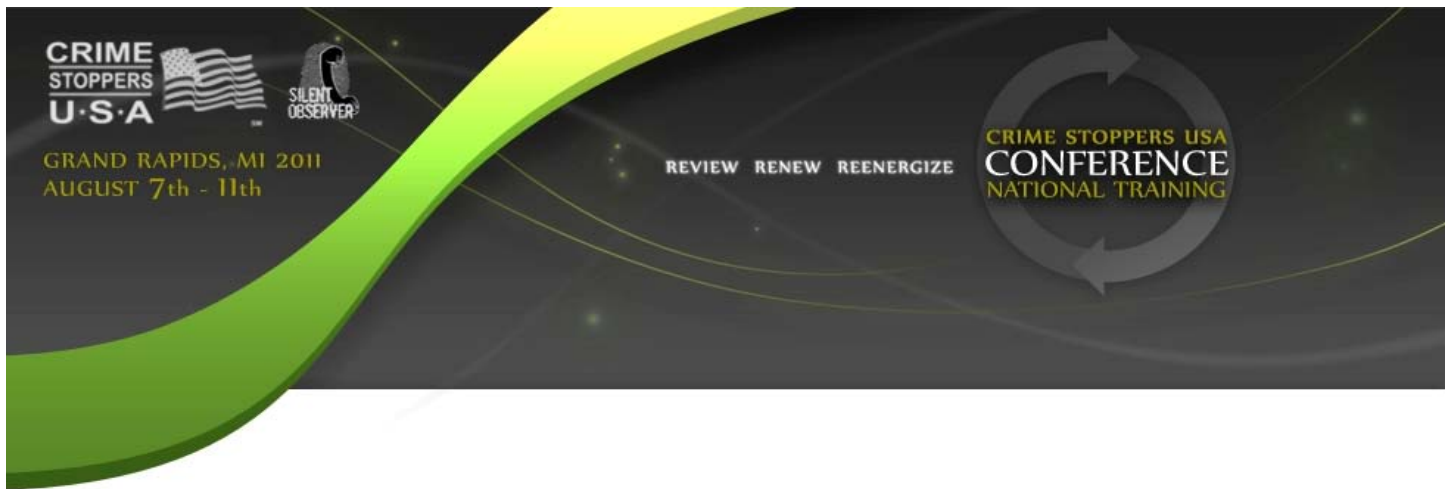
**Company /** \_\_\_\_\_ **Address /** \_\_\_\_\_

**City /** \_\_\_\_\_ **State /** \_\_\_\_\_ **Zip /** \_\_\_\_\_

**Phone /** \_\_\_\_\_ **Cell /** \_\_\_\_\_ **Fax /** \_\_\_\_\_

**Email /** \_\_\_\_\_ **Website /** \_\_\_\_\_

***(Complete Reverse Side)***



### 3) Choose a payment option

- ☐ Sponsorship check enclosed payable to Silent Observer
- ☐ Invoice us (date: \_\_\_\_\_)
- ☐ Charge my credit card

<input type="checkbox"/> MasterCard		<input type="checkbox"/> Visa Card		<input type="checkbox"/> Discover		<input type="checkbox"/> American Express	
Card #					Exp Date & CCV #		
Printed Name of Cardholder							
Authorized Signature							

**4) Fax this form to 616.771.0318, email to [cameronc@grandrapids.org](mailto:cameronc@grandrapids.org) or mail to 111 Pearl St. NW, Grand Rapids, MI 49503-2831 by **June 1, 2011**, attention Chris Cameron.**