



## INTERNAL CORRESPONDENCE

**To:** Chair and Members  
**From:** Deb Reid  
**Dept:** Niagara Police Service Board  
**Dept:** Executive Director  
Niagara Police Service Board

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**Date:** April 5, 2025

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**Re: Donation from Special Fund – Canadian Association of Police Governance (CAPG)**

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Purpose:

To provide the Board with a copy of communication received from Stephen Reid, Executive Director, Canadian Association of Police Governance (CAPG), requesting a donation to support the 36<sup>th</sup> Annual CAPG Conference.

Background and Discussion:

The Canadian Association of Police Governance (CAPG) is the only national organization dedicated to excellence in police governance in Canada. Since 1989, the CAPG worked diligently to achieve the highest standards as the national voice of civilian oversight of municipal police. Today, the CAPG represents 80% of municipal police services throughout Canada. The CAPG is a non-profit association and its primary goal is to promote excellence in police governance and oversight in Canada. It exists to serve its members and collaborate with other police services sector stakeholders across the nation, including police leaders, police sector associations, provincial, federal and municipal governments and their departments, police learning organizations, and business partners. The CAPG provides timely communication of important information, educational opportunities, training and resources that assist Police Boards and Commissions across Canada and First Nations police services. As the voice of Police Service Boards to the federal government, the CAPG provides a common national voice on priority issues in police governance and community safety and advocates for change.

The Board received correspondence on April 1, 2025 requesting Board sponsorship of the 2025 CAPG Conference being held in Victoria, BC from August 14-16, 2025 (see attached).

The Board has a discretionary pool of funds, which it uses for grants and donations. Disbursements from the fund must be in accordance with guidelines provided in the *Community Safety and Policing Act* and also with Board policy. This request meets the Board's Special Fund criteria and the Board has supported this conference for the past 22 years: 2002 - \$2,000; 2003 to 2006 – gift items/raffle prizes; 2007 to 2024 - \$1,000 in each year (2021 - \$1,500); and as conference host in 1999. Therefore, it is recommended that the Board approve a donation in the amount of \$1,000 for CAPG in support of the 36<sup>th</sup> Annual Conference.

Recommendation:

**That the Board continue its sponsorship in the amount of \$1,000.00 (Friend Sponsor) from the Special Fund to the Canadian Association of Police Governance (CAPG) in support of its 2025 Annual Conference.**

A handwritten signature in dark ink, appearing to read "Deb Reid", is written over a light blue horizontal line.

Deb Reid  
Executive Director

**ATTENTION:** This email originated from a sender outside of the NRPS. Please avoid clicking links or opening attachments from external senders unless you are certain it is safe to do so. BE CAREFUL - If you are unsure, please contact the Service Desk.



## SPONSORSHIP OPPORTUNITIES

### [View 2025 Sponsorship Package](#)

#### 2025 CAPG Conference Sponsorship – Champion Sponsor – **\$10,000**

Prioritized listing as a Champion Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report.

Also includes:

- Five-minute speaking opportunity to introduce one keynote speaker
- One complimentary conference registration including evening events
- One free virtual conference registration (for up to 5 people)
- One insert in delegate welcome bags
- Company logo featured on conference website and virtual attendee hub
- Logo on banner in plenary room
- Logo on poster at registration desk
- Logo and recognition at one evening activity
- Logo prominently featured on conference app

- Prioritized recognition on social media
- Optional exhibitor table.

### **2025 CAPG Conference Sponsorship – Champion Sponsor – \$10,000**

#### **2025 CAPG Conference Sponsorship – Advocate Sponsor – \$5,000**

Prioritized listing as an Advocate Sponsor on all printed and online media, including the conference website, program and/ or schedule, e-blasts and post-conference report.

Also includes:

- Listing on website and virtual attendee hub
- One free virtual conference registration (for up to 5 people)
- Logo on banner in plenary room
- Logo featured on conference app
- Recognition on CAPG's social media profile.

### **2025 CAPG Conference Sponsorship – Advocate Sponsor – \$5,000**

#### **2025 CAPG Conference Sponsorship – Cultivator Sponsor – \$2,500**

Listing as a Cultivator Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report.

Also includes:

- Logo on banner in plenary room
- Recognition on CAPG's social media
- Logo featured on conference app.

### **2025 CAPG Conference Sponsorship – Cultivator Sponsor – \$2,500**

#### **Showcase Your Brand At The 2025 CAPG Conference – Exhibitor Package – \$1,100**

Exhibitors are given an exclusive opportunity to build a dedicated space to express themselves and personally connect with delegates (Includes meals and all evening events.)

- Bringing a face and name to your brand will foster relationships with your audience.
- Show your commitment and support the community that supports your business.
- Learn what's happening in police governance and how you can be part of it.
- A one-stop exhibition enables you to secure qualified leads in one place.
- With the attention of your audience, launch a new product, service or marketing campaign.

**Showcase Your Brand At The 2025 CAPG Conference - Exhibitor Package - \$1,100**

**2025 CAPG Conference Sponsorship – Friend Sponsor – \$1,000**

Listing as a Friend Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report.

**2025 CAPG Conference Sponsorship – Friend Sponsor – \$1,000**

**2025 CAPG Conference Sponsorship – Peer Sponsor – \$250 – \$999**

Listing as a Peer Sponsor on the CAPG website, conference program and post conference report.

**2025 CAPG Conference Sponsorship – Peer Sponsor – \$250 – \$999**

**Sponsor A Conference Event – Dinner at Rally in Royal BC Museum – \$7,500**

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(ONLY 1 AVAILABLE)**

**Sponsor a Conference Event – Lunch (each x2) – \$3,500**

**Sponsor a Conference Event - Pre-conference workshops for new and experienced police governance directors and commissioners - \$2,000**

**Sponsor a Conference Event - Welcome Reception at the Bard and Banker - \$2,000**

**Sponsor a Conference Event - Coffee Breaks (each x5) - \$850**