



2025

SPONSOR KIDS, COPS & COMMUNITIES



National Conference  
Sponsorship Opportunities



Dear Friend of Youth,

National PAL is the only major youth service organization in the world dedicated to connecting youth and law enforcement to improve lives, reduce youth crime and violence, and reduce the tragedy of criminal recidivism. More than 200 PAL Chapters serve some of the most challenging communities, provide a lifeline for over 2 million kids, and a chance for more than 5,000 law enforcement officers annually to provide holistic services to youth and families when they encounter them in their daily work protecting and serving all communities.

As someone who has been involved in law enforcement for over 30 years, I can attest to the impact of National PAL. Research consistently shows that young people who have mentors, positive activities, and a window to a future, are more than twice as likely to avoid crime and violence and most importantly, to find positive pathways to work and schooling.

The National PAL Annual Conference brings together over 1,000:

- Police Chiefs and Sheriffs
- Federal, State and Local Law Enforcement Officers
- Youth Workers
- CEOs of human service agencies and local PAL Chapters
- Corporate and Foundation Officials

We invite your support for this critically important event where those who are making a difference on the front lines and those who are shaping policies and programs join to find solutions. This year's Conference will include conversations on gun violence, mental health and substance abuse, cyber safety and other pressing issues.

As a law enforcement officer, and CEO of National PAL, I respectfully ask for your support to assure that the 2025 Annual Conference is truly impactful for all who attend and the communities and people they serve.

Sgt. Christopher Hill  
CEO, National PAL

*Thank you for your support!  
- C.H.*



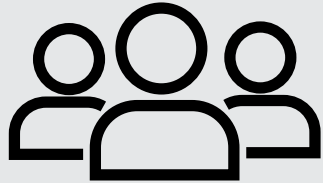
# About the Conference

**WHAT: 80th Annual National PAL Conference**

**WHEN: May 13 – 16, 2025**

**WHERE: Hilton Memphis  
939 Ridge Lake Boulevard  
Memphis, TN 38120**

**WHO: 1,000+**



- Police Chiefs and Sheriffs
- Federal, State and Local Law Enforcement Officers
- Youth Workers
- CEOs of human service agencies and local PAL Chapters
- Corporate and Foundation Officials

The National PAL (Police Athletic/Activities League) Annual Conference is a premier event that brings together chapter members from nationwide and abroad to collaborate, learn, and grow. This yearly conference provides a unique platform for PAL chapters to share best practices, engage in professional development, and network with peers and experts in the field.

Attendees can participate in various workshops, seminars, and panel discussions covering a wide range of topics, including youth mentoring, community engagement, organizational management, and innovative program development. Renowned speakers and industry leaders present insights and strategies to enhance the impact of PAL programs in communities nationwide.

In addition to educational sessions, the conference features inspiring keynote addresses, interactive breakout sessions, and ample networking opportunities. Participants can exchange ideas, forge new partnerships, and gain valuable resources to support their local PAL initiatives.

National PAL Annual Conference is not only a learning experience but also a celebration of the collective efforts and successes of PAL chapters in fostering positive relationships between law enforcement and youth. It is a must-attend event for anyone dedicated to making a difference in the lives of young people and strengthening communities.



# Sponsorship Levels At-A-Glance

Level Benefits	Palladium \$50,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Conference Registration	10	6	4	2	2
Exhibit Booth					
Name/Logo Recognition					
Conference Bag Item					
Premier Co-branding Opportunity					
Program Booklet Advertising					
General Session Speaking Engagement					
General Session Video or Slide					
Dedicated Break-out Session					
Dedicated Network Communication					
Homepage Recognition on NationalPAL.org					

\*See Sponsorship Level details starting on page 4!



# Sponsorship Level Details

## Palladium - \$50,000

- Organization listed as an Official Palladium Sponsor.
- **Conference registration for ten (10)** individuals. Includes access to all conference events and activities, including luncheon and gala.
- In-person exhibit experience, including **two exhibit booths** in the conference exhibitor area. (See “Exhibitor” information on page 8 for details)
- **Logo recognition throughout the conference.** Includes your logo prominently displayed on all print and digital conference collateral, including banners and signage.
- **Conference bag inclusion.** Opportunity to include materials in conference bag, such as print material or special item.
- **Premier co-branding opportunity.** Opportunity to share your company logo on an exclusive Conference product.
- **One full-page color advertisement** included in the Conference Program.
- **Opportunity to address conference attendees.** Your representative will be introduced during a general session and given the opportunity to speak or share customized remarks.
- **General session video or slide.** Share a promotional video or slide during a general session.
- **Dedicated break-out session.** Customized workshop, training session, or series of conversational engagements.
- **One dedicated social media post** shared on National PAL’s social networks, bringing your message to our digital audience.
- **One dedicated email communication** sharing your message to National PAL’s email list.
- **Recognition on National PAL’s home page** for 12 months.



# Sponsorship Level Details

## Platinum - \$25,000

- Organization listed as an Official Platinum Sponsor.
- **Conference registration for six (6)** individuals. Includes access to all conference events and activities, including luncheon and gala.
- In-person exhibit experience, including **two exhibit booths** in the conference exhibitor area. (See “Exhibitor” information on page 8 for details)
- **Logo recognition throughout the conference.** Includes your logo prominently displayed on all print and digital conference collateral, including banners and signage.
- **Conference bag inclusion.** Opportunity to include materials in conference bag, such as print material or special item. .
- **One full-page color advertisement** included in the Conference Program.
- **General session video or slide.** Share a promotional video or slide during a general session.
- **Dedicated break-out session.** Customized workshop, training session, or series of conversational engagements.
- **One dedicated social media post** shared on National PAL’s social networks, bringing your message to our digital audience.
- **One dedicated email communication** sharing your message to National PAL’s email list.
- **Recognition on National PAL’s home page** for 12 months.



# Sponsorship Level Details

## Gold - \$15,000

- Organization listed as an Official Gold Sponsor.
- **Conference registration for four** (4) individuals. Includes access to all conference events and activities, including reception and gala.
- In-person exhibit experience, including **one exhibit booth** in the conference exhibitor area. (See “Exhibitor” information on page 8 for details)
- **Logo recognition** in select locations at the conference.
- **Conference bag inclusion.** Opportunity to include one item in conference bag, such as print material or special item.
- **One full-page color advertisement** included in the Conference Program.
- **One shared social media post** shared on National PAL’s social networks, thanking your organization for your support.

## Silver - \$10,000

- Organization listed as an Official Silver Sponsor.
- **Conference registration for two** (2) individuals. Includes access to all conference events and activities, including reception and gala.
- In-person exhibit experience, including **one exhibit booth** in the conference exhibitor area. (See “Exhibitor” information on page 8 for details)
- **Logo recognition** in select locations at the conference.
- **Conference bag inclusion.** Opportunity to include one print item in conference bag.
- **One half-page color advertisement** included in the Conference Program.
- **One shared social media post** shared on National PAL’s social networks, thanking your organization for your support.



# Sponsorship Level Details

## Bronze - \$5,000

- Organization listed as an Official Bronze Sponsor.
- **Conference registration for two** (2) individuals. Includes access to all conference events and activities, including reception and gala.
- In-person exhibit experience, including **one exhibit booth** in the conference exhibitor area. (See “Exhibitor” information on page 8 for details)
- **Logo recognition** in select locations at the conference.
- **One half-page color advertisement** included in the Conference Program.
- **One shared social media post** shared on National PAL’s social networks, thanking your organization for your support.

## More Opportunities for Support

### Exhibitor - \$3,000

- One (1) 6’-foot table & two (2) chairs
- Two (2) exhibitor badges for your representatives
- Listed in the print Conference Program, conference web page and on-screen during General Session
- Electrical, product shipping and storage is NOT included

### Advertising

Place an ad in our Conference Program, given to every conference attendee and made available digitally online.

- Full-Page, Color Program Ad: **\$500**
- Half-Page, Color Program Ad: **\$250**

*Note: Space is limited, and sponsors get first choice.*





# Sponsorship Commitment Form

Name of Organization: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship Opportunity

**Palladium** - \$50,000

**Exhibitor** - \$3,000

**Platinum** - \$25,000

**Gold** - \$15,000

### Advertising

**Silver** - \$10,000

**Full-Page, Color** - \$500

**Bronze** - \$5,000

**Half-Page, Color** - \$250

Total Investment: \_\_\_\_\_

Make checks payable to National PAL and send with completed form to:

**National PAL**  
c/o Sgt. Christopher Hill, Chief Executive Officer  
601 Pennsylvania Ave, NW  
South Building, Suite 900  
Washington, DC 20004



*Questions?*

Contact June Matics, Director of Corporate and Foundation Relations at  
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202-596-5307