

PARTNERSHIP PROSPECTUS

WHY YOU SHOULD PARTICIPATE IN LEPH2018

You will be able to advance your institutional or corporate goals by having an active presence at this major international event.

- It is anticipated that **LEPH2018** will attract at least 450 international delegates
- Delegates will be drawn from the law enforcement, public health, local government, academic and allied sectors.
- These delegates will represent practitioners, researchers and policy makers including the heads of lead organisations in these sectors.
- You can align your sponsorship with a particular activity or thematic focus in the program.
- You can mix informally with professionals and key stakeholders.
- A professionally planned on-going marketing strategy will ensure your support for **LEPH2018** is widely acknowledged and highly visible over a lengthy period of time.

MAXIMUM IMPACT FOR A MODEST INVESTMENT

As Conference Convener, the Centre for Law Enforcement and Public Health and its major conference partners are realists. We recognise that the demands are daunting on government, non-government and commercial organisations for sponsorship of a vast range of activities. We also realise that, whilst this conference is only the fourth in the series, it has attracted extraordinary interest and support. This issue of law enforcement and public health is fundamental in planning for safe and secure communities. This conference is one of few opportunities to focus on the research and practice that underpins the issue. **LEPH2018** continues to be a ground-breaking venture. And the challenge of enhancing both law enforcement and public health as a critical partnership for any community is a challenge worth addressing.

The opportunity to provide sponsorship support for **LEPH2018** requires a very modest commitment. But we anticipate that sponsorship partners will benefit greatly by being part of an exciting event exploring important new social partnerships. We hope you will be encouraged to join us on the journey with **LEPH2018** and future events.

CONFERENCE CONVENER:

ABOUT THE LEPH2018 CONFERENCE

The **4th International Conference on Law Enforcement and Public Health** (LEPH2018) will present a multi-focused Conference Program that will address three main areas:

- Substantive issues – all the particular issues in which the police-public health partnership is important
- Organisational issues – how to best achieve optimal and sustainable partnerships
- Reflection and methodological issues – creating a science of the public health and law enforcement intersection

LEPH2018 is another important step in further understanding the intersection between police and other law enforcement personnel and those individuals and organisations delivering public health programs in the community. **LEPH2018** moves the discussion from **Description** (LEPH2012), **Analysis** (LEPH2014), **Action** (LEPH2016) to Leadership in Policy and Practice.

LEPH2018 aspires to contribute to the achievement of the Rio+20 Conference's **Sustainable Development Goals** (SDGs) to overcome marginalisation.

- LEPH2018 will help promote healthy lives and well-being leading to peaceful and inclusive societies by an integrated approach of law enforcement and public health” (SDG 3)
- LEPH2018 will help build police-public health partnerships that are effective, accountable and inclusive” (SDG 16)

The achievement of effective public health outcomes is often the result of intersecting law enforcement and public health policy that underpins integrated practice. Law enforcement, especially through the activities of police forces, has a crucial but often unacknowledged role in the protection and promotion of public health. This means that there is an inadequate approach to research and investigation of ways in which law enforcement can be most effectively engaged and be most effective in carrying out their public health role.

As for all LEPH conferences, marginalised communities are an important priority theme of **LEPH2018**. Marginalisation is the enemy of security and health. Too often around the world police have been agents of marginalisation. Inclusive policing works to overcome marginalisation, by according equal or greater attention and support to populations at increased risk because they are excluded and have unequal access to justice.

Public health is an active partner in crime prevention as well as a range of other complex social issues like mental health, infectious diseases, road trauma, community and domestic violence, alcohol and drugs and disaster management. As well as providing ‘State of the Art’ updates from national and international experts in both police and public health, LEPH2018 will bring together experience and examples of successful partnership initiatives from the widest range of settings.

This is a must attend conference for those working as policymakers, researchers and practitioners in the law enforcement, public health, local government and allied sectors.

SPONSORSHIP OPPORTUNITIES

The LEPH2018 Conference organisers are keen to treat sponsors as partners. We are committed to ensuring that your objectives for sponsorship are met and are very flexible in ensuring this happens. Listed below are some Sponsorship Opportunities but if you have other ideas that better meet your needs we are most willing to customise a package to meet these needs.

Opportunity 1: LEPH2018 WELCOME RECEPTION — investment of CAD12,000

The LEPH2018 official Welcome Reception will be held at a venue that is significant in Toronto. This may be an historic building or a new iconic venue. It will be held late afternoon of Sunday 21 October, 2018. As occurred at past conferences it will provide conference delegates with an opportunity to network with each other and with sponsors and to be welcomed to Amsterdam in a causal and friendly environment.

As the exclusive sponsor of the **Welcome Reception** you will be entitled to:

- Logo recognition as the Welcome Reception sponsor on the home page of the LEPH2018 website, and on the Sponsor's page – with links to your website.
- Listing as the 'Welcome Reception Sponsor' in the conference handbook
- Logo on the Conference Sponsor's banner
- Full colour, full page in the Conference handbook
- Naming rights to the Welcome Reception
- Company signage to be displayed in the reception venue
- Logo to be inserted on any print items relating to the Welcome Reception
- Acknowledgement in screen signage in all plenary and major conference sessions
- Regular reference by the Chair at the Welcome Reception and an opportunity to welcome guests
- Up to 3 satchel inserts
- Six (6) x complimentary tickets to the Welcome Reception
- Three (3) complimentary full conference registrations.



Delegates socialising at LEPH2016, Amsterdam

Opportunity 2: NAMING RIGHTS TO THE MARKETPLACE OF IDEAS — investment of CAD7,000

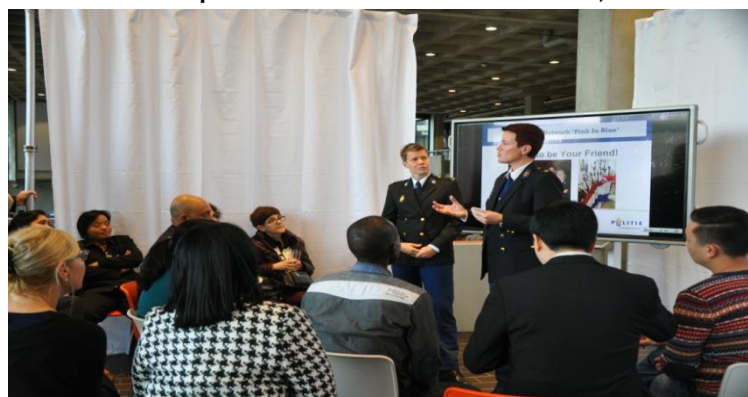
Once again, it is likely that this will be the ‘big ticket’ item within the conference program. The **Marketplace of Ideas** is an integral part of the program and will be the hub of many conference activities. It will be a vibrant, informal, specially furnished and discrete space. Presentations of successful programs from around the world will be scheduled, informal discussions and chat groups will occur, some displays and exhibitions may be showcased. It will be open for the whole conference within or near the catering area. It is anticipated that this area will be a ‘delegate magnet’.

As exclusive sponsor of the **Marketplace of Ideas** you will be entitled to:

- Logo recognition as the ‘Marketplace of Ideas Sponsor’ on the home page of the **LEPH2018** website, and on the Sponsor’s page – with links to your website.
- Listing as the ‘Marketplace of Ideas Sponsor’ in the conference handbook
- Logo on the Conference Sponsor’s banner
- Full colour, full page in the Conference handbook
- Large signage at the entrance area to the *Marketplace of Ideas*.
- Display of up to two organisation’s own banners in the *Marketplace of Ideas*.
- Display space in the *Marketplace of Ideas*
- Acknowledgement in all screen signage in all sessions
- One (1) satchel inserts (exact size to be negotiated with Conference Organiser).
- Two (2) complimentary tickets to the Welcome Reception
- Two (2) complimentary full conference registrations



Marketplace of Ideas sessions at LEPH2016, Amsterdam



Opportunity 3: NAMING RIGHTS FOR THE 3rd LEPH ORATION – investment of CAD5000

Once again, this prestigious Oration will set the scene for the **LEPH2018** Conference. It will probably be presented in the plenary or opening session on the first day of the conference. The Orator will be an eminent person who will address macro issues that will be pertinent to all delegates.

The exclusive sponsor of the **LEPH Oration** will be entitled to:

- Logo recognition as the sole sponsor of the *LEPH Oration* on the **LEPH2018** website's Sponsor's page, and as the Oration sponsor on the program – with links to your website
- Logo on an official Conference sponsor's banner
- Full colour, full or half page in the conference handbook.
- Logo on signage at the entrance to the session
- Acknowledgement with logo as the '*LEPH Oration* sponsor' on screen signage in the session
- Acknowledgement by the Chair of the session
- An opportunity to propose a vote of thanks to the Orator
- Logo and acknowledgement on the website post conference in the section where the Oration is published. This will be on-going.
- One satchel insert (exact size to be negotiated with Conference Organiser)
- One (1) complimentary ticket to the Welcome Reception
- One (1) complimentary full conference registration.

Opportunity 4: NAMING RIGHTS FOR A PLENARY SESSION — investment of CAD3000

It is likely that there will be at least six Plenary Sessions when all conference delegates are in the one place at the same time for at least 90 minutes. Plenary sessions will be themed so this is an opportunity to identify with a particular conference theme and reflect your institution or company's particular interests. Details of possible themes can be found at <http://www.leph2016.toronto/program/themes/> (from August 2017).

Sponsors of a Plenary Session will be entitled to:

- Logo recognition as a '**Plenary session major sponsor**' on the **LEPH2018** website's Sponsor's page, and as the session sponsor on the program – with links to your website
- Logo on an official Conference sponsor's banner
- Full colour, half page in the conference handbook.
- Logo on signage at the entrance to the session
- Acknowledgement with logo as the 'Session sponsor' on screen signage in the sponsored session and by the Chair of the session
- Possibly an opportunity to speak briefly prior at the commencement of the session
- One satchel insert (exact size to be negotiated with Conference Organiser)
- One (1) complimentary ticket to the Welcome Reception
- One (1) complimentary full conference registration.



Opportunity 5: NAMING RIGHTS FOR A MAJOR SESSION - investment of CAD1500

There are likely to be up to ten Major Concurrent Sessions with up to three operating at any one time.

Sponsorship entitlements of any of these sessions will include:

- Logo recognition as a ‘Major Session Sponsor’ on the **LEPH2018** website, and as the session sponsor on the program – with links to your website
- Acknowledgement in the Conference handbook.
- Logo on an official Conference sponsor’s banner
- Logo on signage at the entrance to session
- Acknowledgement with logo as the ‘Session sponsor’ on screen signage in the sponsored session
- Acknowledgement by Chair of the session
- One (1) satchel insert (exact size to be negotiated with Conference Organiser).
- One (1) complimentary ticket to the Welcome Reception
- One (1) complimentary full conference registration.

Opportunity 6: NAMING RIGHTS FOR A CONCURRENT SESSION - investment of CAD1000

There are likely to be fourteen concurrent sessions operating each afternoon of the **LEPH2018** conference. These will include *Marketplace of Ideas* sessions, presentation of proffered papers, specially convened sessions and panel discussions.

Sponsorship entitlements of any of these sessions will include:

- Logo recognition as a ‘Session Sponsor’ on the **LEPH2018** website, and as the session sponsor on the program – with links to your website
- Acknowledgement in the Conference handbook.
- Logo on an official Conference sponsor’s banner
- Logo on signage at the entrance to session
- One (1) satchel insert (exact size to be negotiated with Conference Organiser).
- One (1) complimentary ticket to the Welcome Reception
- One (1) complimentary full conference registration.



Opportunity 7: SPECIAL EVENTS – investment and benefits to be negotiated

As the **LEPH2018** program develops there will be a variety of ‘**Special Program Activities**’ that will be available for your support. These may include:

- **Experts on Call:** practical guidance to address pertinent technical questions in one-on-one sessions
- **Hard talk:** fast-paced, personal and highly interactive interviews, in a BBC-style hard talk format
- **Knowledge Café:** open discussion on a topic of mutual interest to facilitate knowledge sharing
- **Master Class:** highly interactive workshops to communicate experiential knowledge and know-how
- **Up Close and Personal:** informative, inspiring, energetic ‘meet the speaker’ sessions
- **Special displays**

Information regarding these opportunities will be posted on the website and advised in the ‘Latest News’ section on the homepage of www.leph2018toronto.com



Opportunity 8: CATERING BREAKS — investment of CAD1500

Acknowledgement as the ‘**Catering sponsor**’ for all catering breaks (3) for one day, including morning tea, lunch and afternoon tea. Catering will occur in a designated area so all delegates will be exposed to your sponsorship support on a number of occasions during the day.

Sponsorship entitlements of any of these catering sessions will include:

- Logo recognition as the ‘Catering Break Sponsor’ on the **LEPH2018** website and program – with links to your website
- Acknowledgement in the Conference handbook, including the relevant break session
- Logo on an official Conference sponsor’s banner
- Signage and banners (as negotiated) at the sponsored catering event.
- A dedicated display space within the catering precinct (excluding the *Marketplace of Ideas* area) on the day for which the sponsorship applies
- One (1) complimentary day registration

Opportunity 9: SUPPORT A FUTURE LEADER – minimum investment of CAD1000

Even though the **LEPH2018** organisers have succeeded in keeping registration fees to a minimum, for many organisations and individuals the cost of attending a conference like **LEPH2018** is still beyond their financial capacity. But many of these potential delegates are the people who are truly at this intersection between law enforcement and public health. They are often ‘on-the-ground’ practitioners who are leading creative and effective programs that are really making a difference. They may be students who will emerge as law enforcement or public health leaders in the future.

There are two options here:

- Sponsoring a conference delegate (subject to them meeting certain eligibility requirements) is an investment in the future of law enforcement and public health. This would contribute towards travel, accommodation and registration costs
- Contributing to the **LEPH2018 Delegate Support Fund** which will be utilised at the discretion of the LEPH2018 Organising Committee to subsidise appropriate delegates, likely to be from developing countries or minimally resourced not-for-profit organisations.

As an organisation or company who is ‘Supporting a future leader’ you will be entitled to:

- Logo recognition as a session sponsor on the **LEPH2018** website – with links to your website
- Acknowledgement in the Conference handbook.
- Logo on an official Conference sponsor’s banner
- Acknowledgement in all screen signage in all sessions
- One (1) satchel insert (exact size to be negotiated with Conference Organiser)
- One (1) complimentary ticket to the Welcome Reception
- One (1) complimentary full conference registration.

Opportunity 10: PROMOTIONAL INSERT IN DELEGATE SACHEL — investment of CAD400

- Inclusion of one promotional item or insert in the **LEPH2018** delegate satchel. Items could be up to eight (8) A4 pages in size, although the exact size and content of the insert will require approval by the Organising Committee.

Opportunity 11: ADVERTISEMENT IN CONFERENCE HANDBOOK

- investment: CAD1,000 (full page), CAD700 (half page), CAD450 (quarter page)

- Full-colour or black and white advertisements in the Conference handbook.
- Finished print ready artwork is to be supplied by the sponsor by the requested date.

Opportunity 12: SUPPORT A GROUP FROM YOUR ORGANISATION TO BE LEPH2018 DELEGATES

This is an opportunity to support your staff in developing their skills, knowledge and networks. Register a group of 5, 10 or 15 and receive significant savings in the registration fee.

As an organisation or company who is ‘Committed to our staff’ you will be entitled to:

- Group booking fee – see <http://www.leph2018.toronto.com/registration/> (from August 2018)
- Listing in the conference handbook

- One (1) satchel insert (exact size to be negotiated with Conference Organiser)
- One (1) complimentary ticket to the Welcome Reception, additional to those provided with the group registration.

Contact for further information

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LEPH2018 WEBSITE: www.leph2018toronto.com

