2023 Virtual Summit

Sponsor Opportunities

Promote Solutions for Law Enforcement and Retail Loss Prevention

Why Join the Virtual Event?	Organized by the **California Organized Retail Crime Association** (CAL-ORCA) and the **California Retailers Association** (CRA), this virtual event serves as an important next step in continuing the focus on organized retail crime in California and finding innovative collaboration and solutions to current challenges. The event expects to attract 250+ law enforcement and retail/restaurant loss prevention representatives from **100+ California law enforcement agencies** and **100+ retail companies**. The event will offer important and timely perspectives and training, as well as provide private sector solution providers an opportunity to join the discussion and promote products and services. Event website - CRA/Cal-ORCA Virtual Event 2023 Contact - Mark Lorimer, mark@eventivegroup.com
When is the Event?	**Wednesday, November 8, 2023**
What is the Agenda for the Virtual Event?	This is a one-day event featuring four hours of ORC and loss prevention training essential for California agencies and retailers. The agenda will be posted online https://Cal-ORCA.org.
Which Groups Host the Cal-ORCA Event?	The Virtual Summit is hosted by **California Organized Retail Crime Association** (CAL-ORCA) and the **California Retailers Association** (CRA). CAL-ORCA is a statewide crime-fighting partnership between law enforcement and the private sector. This alliance allows retailers and law enforcement to communicate about criminal activity impacting businesses on a real-time basis while preventing other partners from being victimized. The searchable website and its mapping capabilities are focused on providing a real-time crime alert system. Through this collaborative partnership, law enforcement and the business community will be able to work together to identify offenders and resolve cases, all while developing new and innovative ways to combat ORC networks. The California Retailers Association promotes, preserves and enhances the retail industry in California. The CRA protects the industry by taking significant leadership positions in the development of public policy and regulatory measures that impact its members and the business climate in the state. CRA's focus is to enhance the image of the retail industry - to policy makers and consumers - by providing information, services and support that adds value and profitability to its members.

Sponsorship Opportunities

Sponsor Focused Opportunities	Sponsor $	Benefit Highlights
Event Sponsor - Retailer *Available for retailers and loss prevention groups*	**$2,500 - 5,000**	➢ 10 complimentary access passes ➢ Sponsor logo display at breaks ➢ Attendee contact list ➢ Ad page slide display at one break ➢ Recognition at opening session ➢ Sponsor remarks video - up to 3 minutes
Event Sponsor - Solutions Provider *Available for private sector providers of ORC solutions products and services*	**$2,500 - 5,000**	➢ 10 complimentary access passes ➢ Sponsor logo display at breaks ➢ Attendee contact list ➢ Ad page slide display at one break ➢ Recognition at opening session ➢ Sponsor remarks video - up to 3 minutes
Event Sponsor - Non-Profit *Available for qualified non-profit organizations involved with ORC*	**$1,000**	➢ 4 complimentary access passes ➢ Sponsor logo display at breaks ➢ Attendee contact list ➢ Branding on virtual sponsor slides ➢ Sponsor remarks video - up to 1 minute
Single Badge Sponsor *Available for sponsor with a single representative*	**$500**	➢ 2 complimentary access passes ➢ Sponsor logo display at breaks ➢ Branding on virtual sponsor slides

Description of Benefits

Access Pass. Complimentary pass to participate in all sessions featured in the virtual event.

Sponsor Logo Display at Breaks. The event will create and display slides of shared sponsor logos during breaks.

Attendee Contact List. Eligible sponsors will receive a pre-event and post-event list of attendees who opt-in to share their contact information (name, title, agency and email).

Ad Page Slide. This high value promotion allows the sponsor to create and submit branding artwork on one slide to be displayed during one event break.

Verbal Acknowledgement at Opening Session. Our event moderator will verbally recognize eligible sponsors during the opening session.

Sponsor Remarks Video. This high value promotion allows the sponsor to create and submit a video (message or commercial) up to a designated time duration to be displayed during one event break.