



2025 POAM CONVENTION

Sponsorship Selection

Please complete the following information and return it to Danielle Pomaville
(dpomaville@poam.net or by mail 27056 Joy Rd. Redford, MI 48239) by March 21, 2025.
POAM accepts ACH, check, or major credit cards for payment.

Sponsor Details

Company Name :

Contact Name :

Email Address :

Mailing Address :

City | State | Zip :

Phone Number :

Sponsor Options

Choose your level of sponsorship

- ☐ Platinum Level - \$2,000
- ☐ Gold Level - \$1,000
- ☐ Silver Level - \$750
- ☐ Bronze Level - \$300

Additional Activities

- ☐ Hospitality Night (5/21) - \$25
- ☐ Reception (5/22) - \$60
- ☐ 50/50 - \$1,250

Payment Method

- ☐ Credit Card
- ☐ Check (payable to Police Officers Association of Michigan)
- ☐ ACH

**By signing, you agree to support the event
as specified above**

Date

Thank you for your generous support!

For questions, contact Ed Jacques at 313-937-9000 or ejacques@poam.net



2025 POAM Annual Convention

Sponsorship Packages

The Police Officers Association of Michigan (POAM) invites businesses to sponsor our Seminar and Business Meeting events on May 21-22, 2025, at the Amway Grand Plaza in Grand Rapids, MI. Sponsors will benefit from exposure to law enforcement professionals, community leaders, and supporters while aligning their brand with this prestigious event.

By sponsoring this prestigious event, businesses will gain significant exposure to a targeted audience of law enforcement professionals and community leaders. With tailored packages designed to maximize visibility, we look forward to partnering with you to make this event successful.

We offer different sponsorship tiers, Platinum, Gold, Silver, and Bronze, to suit business needs and ensure visibility throughout the event. **Deadline is March 21st, 2025**

Platinum Sponsor – \$2,000

Limited to 5 sponsors

Website Presence

- Business listing on the sponsor page of the event website, including:
 - Logo display & 100-word business overview with a direct link to your website
 - Mention in the May email newsletter and the June post-event feature

Mobile App Advertising (via the Event Guide App)

- Shared rotating banner ad in the app
- Two push notification are sent during the event each day (schedule chosen by POAM)

Trade Show Presence

- Vendor table with priority placement near event entry points

Event Signage and Recognition

- Logo included on event signage
- Mention in printed materials, including programs and flyers
- Verbal recognition during the Business Meeting

Hospitality and Dinner

- Logo included in hospitality suite signage
- Two complimentary tickets to the Annual Dinner

Gold Sponsor – \$1,000

Limited sponsorships available

Website Presence

- Business name and logo are listed on the sponsor page of the event website

Mobile App Advertising (via the Event Guide App)

- Shared rotating banner ad in the app (limited to specific time slots)
- One push notification is sent during the event each day (schedule chosen by POAM)
- Mention in the May email newsletter and the June post-event feature

Trade Show Presence

- Vendor table at the trade show

Event Signage and Recognition

- Name included on event signage and printed materials
- Recognition in the event program as a sponsor

Silver Sponsor – \$750

Limited sponsorships available

Mobile App Advertising (via the Event Guide App)

- Shared rotating banner ad in the app (limited to specific time slots)
- Mention in the May email newsletter and the June post-event feature

Trade Show Presence

- Vendor table at the trade show

Event Signage and Recognition

- Name included on event signage and printed materials
- Recognition in the event program as a sponsor

Bronze Sponsor – \$300

Trade Show Presence

- Vendor table at the trade show

50/50 Raffle Sponsor – \$1,250

4 sponsorships available

- Business name and logo are listed on the sponsor page of the event website
- Mention in the May email newsletter and the June post-event feature

Event Signage and Recognition

- Name included on event signage and printed materials
- Recognition in the event program as a sponsor

Advertising Placements & Visibility Details

Event Website

Sponsors are highlighted at the top of the sponsor page with a more prominent logo and dedicated section. Gold sponsors are listed in a secondary section with logos and descriptions, and Silver sponsors appear as a group listing with logos only.

Mobile App (Event Guide)

Rotating Banner Ads will be displayed on the app's main page and throughout the seminar schedule. Platinum sponsors get exclusive visibility, while Gold and Silver sponsors share banner ad space.

App Push Notifications

Platinum sponsors can send two personalized daily messages directly to attendees (e.g., "Visit our table at the trade show!"). Gold sponsors will get one scheduled push notification.

On-Site Signage

Platinum logos are prominently displayed at entry points, trade shows, hospitality suites, and the Annual Dinner. Gold and Silver sponsors are featured on shared signage throughout the venue.

Printed Materials

Platinum sponsors receive more prominent logos and a dedicated mention in all programs and flyers. Gold sponsors have logos included in standard size. Silver sponsors are listed by name only.

Event Highlights for Sponsors

May 21st (Day 1): Seminars, hospitality suite, and evening Poker Run provide networking opportunities. Sponsors gain visibility through signage, app advertising, and direct attendee engagement.

May 22nd (Day 2): The trade show, hospitality suite, and the Annual Dinner with a 50/50 raffle provide prime opportunities for sponsors to interact with attendees and showcase their businesses.
