

STRATEGIC AND ACADEMIC ALLIANCE

2026 SPONSOR BENEFITS GUIDE

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To Request Your Deliverables

Scan or click to visit the
FBINAA Alliance Partner
Resources Page



On behalf of the FBI National Academy Associates, Inc. (FBINAA), thank you for your generous support of our organization and the members we serve. Our Strategic and Academic Sponsors enable the FBINAA to provide training, networking, and professional development opportunities for our members that align with our core values: knowledge, courage, and integrity. It is our goal to ensure that as our partners, you are empowered to build new connections and create new relationships that reflect those very same values.

Our Association is dedicated to strategically aligning itself with a select group of well-respected and like-minded organizations. Our unified goal is to make our communities safer by ensuring that our law enforcement leaders are properly equipped to face the challenges of modern-day policing. This relationship with our partners is a combined commitment to improve safety, security, education, and communication on a local, state, national, and international level. As a Sponsor, you empower the FBINAA to enhance the knowledge and professionalism of law enforcement leaders throughout the world. With your sponsorship, your organization has already become an integral part of the continuous development of the world's strongest law enforcement leadership network.

We view our Sponsors as much more than vendors or financial contributors. In fact, it is our hope that our partners consider themselves part of our FBINAA family. As we cultivate this alliance through our newfound or renewed relationships, the FBINAA will continue to make every effort to foster a partnership that exposes your organization to our members, and our members to your organization, on a global scale.

Due to the diversity of Sponsor priorities, benefits are initiated upon requests by Sponsor in accordance with established guidelines and requisite deadlines. Alliance Level and timeliness of requests are considered for delivery of benefits. All requests for benefits should be made as far in advance as possible to ensure delivery. Where applicable, Sponsor should equitably distribute benefits throughout the Term of Agreement. If Sponsor elects to postpone the execution of benefits, fulfillment of those benefits is not guaranteed. Unexecuted benefits expire upon termination of the Agreement and may not be carried into a subsequent Agreement Term.

Consider the opportunities contained in this Strategic and Academic Alliance Sponsor Benefits Guide as a basis to create a dynamic and interactive relationship between your organization, the FBINAA, and our 14,400+ members across all 50 states and 176 countries. Partnering with the FBINAA National Office provides opportunities that exponentially increase the reach and scope of your organization's outreach to law enforcement leaders throughout the world. This guide is your first step in gaining access to our ever-growing global membership base.

In the following pages, you will find detailed information about how your organization can make the most of our deliverables to ensure the greatest return on your investment. Each individual Strategic or Academic Alliance Agreement contains specific details about your organization's benefits.

Should you have any questions or if I can assist you in any way, please do not hesitate to contact me. On behalf of the FBI National Academy Associates, I appreciate your support and your partnership, and I look forward to working with you.

Respectfully,

John J. DeVoe

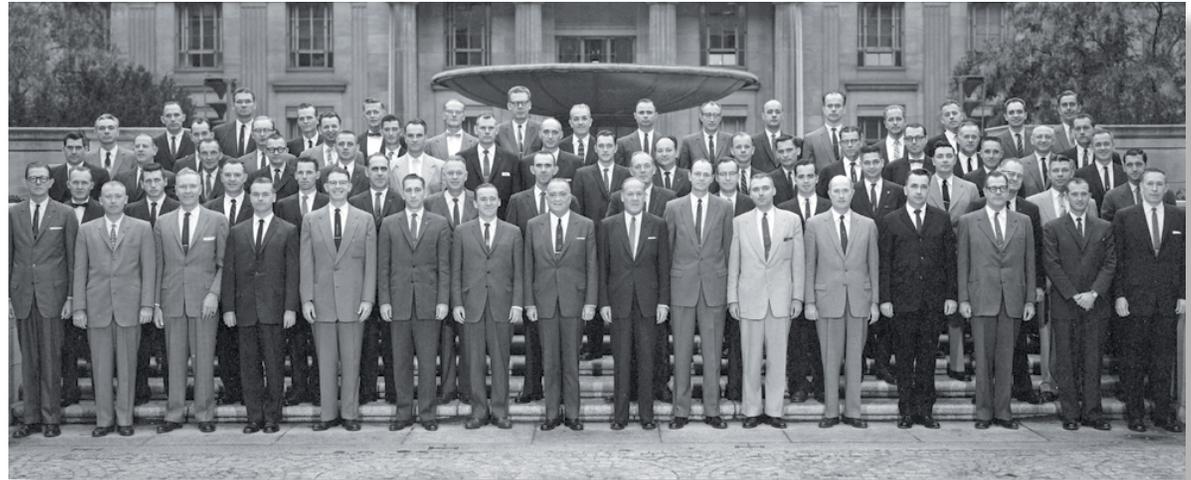
NA Session 252

Director of Strategic Partnerships

JDeVoe@FBINAA.org



The National Commission on Law Observance and Enforcement, unofficially known as the Wickersham Commission, was established by President Herbert Hoover on May 20, 1929. The Commission was charged with surveying the U.S. criminal justice system under Prohibition and making recommendations for public policy. One of the recommendations from the commission included standardization and professionalization of law enforcement departments across the U.S. through centralized training. With the publication of the Commission's report in 1931 and strong support from the International Association of Chiefs of Police, the United States Congress authorized FBI Director J. Edgar Hoover to establish a nationally formalized police executive training curriculum, thus the formation of the "FBI Police Training School" in 1935. The objective was to establish a forum for state and local law enforcement leaders to enhance their individual abilities, to openly discuss issues impacting their communities, and to



FBI NA Session 35 graduation, 1947, Washington D.C.

establish best practices to combat crime and address community needs. Courses at that time included scientific aids in crime detection, preparation of reports, criminal investigation techniques, and administration and organization. The 12-week training course was originally conducted in Washington, D.C. by members of the FBI training staff and recognized outside experts. Hoover's FBI Police Training School was renamed the FBI National Police Academy in 1937 and changed again in 1944 to the current name of the FBI National Academy.



Association logos, circa 1937 and 1944.

FBI National Academy

The FBI's National Academy is known as one of the premier law enforcement training programs in the world! The National Academy is a 10-week residential program, held at the FBI Academy in Quantico, Virginia—which provides undergraduate and graduate-level coursework in intelligence theory, terrorism and terrorist mindsets, management science, law, behavioral science, law enforcement communication, and forensic science. It serves to improve the administration of justice in police departments and agencies at home and abroad and to raise law enforcement standards, knowledge, and cooperation worldwide and forge lasting connections between students that strengthen global law enforcement partnerships.

National Academy Candidates

Leaders and managers of state, local, county, tribal, military, federal, and international law enforcement agencies attend the FBI National Academy. Participation is by invitation only with a nomination process.



Course of Study

Sessions include approximately 267 officers (including up to 30 international students), who take undergraduate and/or graduate courses at the FBI Academy campus. Classes are offered in a diverse set of areas, and officers participate in a wide range of leadership and specialized trainings. Officers share ideas, techniques, and experiences with each other and create lifelong partnerships that transcend state and national borders.

The Yellow Brick Road

The final test of the fitness challenge, the Yellow Brick Road, is a grueling 6.1-mile run through a hilly, wooded trail built by the U.S. Marines. Along the way, the participants must climb over walls, run through creeks, jump through simulated windows, scale rock faces with ropes, crawl under barbed wire in muddy water, maneuver across a cargo net, and more. When (and if) the students complete this difficult test, they receive an actual yellow brick to memorialize their achievement.



The **FBI National Academy Associates, Inc. (FBINAA)** is a non-profit, international organization of **14,000+** senior law enforcement professionals dedicated to providing our communities, states, countries, and profession with the highest degree of law enforcement expertise, training, education, and information.

We are the strongest law enforcement leadership network in the world and are dedicated to strengthening the rule of law around the globe. Members are graduates of the FBI's prestigious National Academy program, representing all **50 states** and **176 countries**. Over **56,600** graduates have completed the National Academy program. FBINAA members make up the highest 1% of all senior law enforcement in the world; The Best of the Best. The Association is firmly guided by its historic values and faithfulness to its mission, vision, core values, and purpose.

17%
Chiefs & Sheriffs



83%
Middle to Executive Level Management



MISSION

Impacting communities by providing and promoting law enforcement leadership through training and networking.



VISION

Continuous development of the world's strongest law enforcement leadership network.



CORE VALUES

Knowledge, Courage, and Integrity.



PURPOSE

Inspiring FBINAA members to continue their service to community, networking, education, and professional development during their law enforcement career and beyond.

By partnering with the FBI National Academy Associates, your organization will connect with influential decision-makers in the law enforcement profession throughout the world.

JOIN THE STRONGEST LAW ENFORCEMENT LEADERSHIP NETWORK IN THE WORLD

296*

FBI NATIONAL ACADEMY
SESSIONS

44*

DOMESTIC CHAPTERS

14,110*

GLOBAL MEMBERS

718*

INTERNATIONAL MEMBERS

56,688*

FBI NATIONAL ACADEMY
GRADUATES

90*

YEAR HISTORY

176*

COUNTRIES REPRESENTED

4*

INTERNATIONAL CHAPTERS

*Statistics fluctuate and are subject to change

STRATEGIC ALLIANCE OVERVIEW CHART

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GENERAL BENEFITS	DIAMOND \$150,000+	PLATINUM \$100,000+	GOLD \$50,000+	SILVER \$30,000+	BRONZE \$17,500+
Chapter Leadership Summit	✓	✓	✓	✓	-
Executive Remarks at Chapter Leadership Summit	7 mins	5 mins	-	-	-
SAME Participant	✓	✓	✓	✓	-
New Member Expositions / Professional Development Days	✓	✓	✓	✓	✓
Tickets to Annual FBINAA Member Reception at IACP	6	5	4	3	2
Use of FBINAA Alliance badge & Partner designation graphic	✓	✓	✓	✓	✓
NATIONAL ANNUAL TRAINING CONFERENCE BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Executive Remarks at NATC	7 at General	5 at General	3 at General	-	-
Training Session Theater w/ Banner	✓	✓ (Based on availability)	-	-	-
Selection Priority (Exhibit location, Add-on Opportunity selection)	1	2	3	4	5
Full Sponsor Badges	12	10	8	6	4
Additional Full Sponsor Badges Available for Purchase	5	4	3	2	1
Additional Full Sponsor Badge Price Reduction	50%	40%	30%	20%	10%
Evening Event Tickets (Up to, Based on number of Full Sponsor Badges)	12	10	8	6	4
Banquet Dinner Seats (Up to, Based on number of Full Sponsor Badges)	12	10	8	6	4
Exhibit Size (Subject to availability / specific size dependent on venue)	Custom Premium	XL	L	M	S
Sponsorship Upgrade Discount	25%	20%	15%	10%	5%
e-Promotions (Logo)	5	4	3	2	1
Strategic Banner Posted	✓	✓	✓	-	-
Sponsor-printed Collateral Distributed (In Delegate bag)	✓	✓	✓	-	-
On-Screen and Sign Promotions (Logo)	✓	✓	✓	✓	✓
Conference Program Ad (Digital or Print)	Full Page Premium	Full Page	½ Page	Logo	Logo
Attendee Contact Lists (Opt-in)	Pre- & Post-	Pre- & Post-	Pre- & Post-	Post-	Post-
TRAINING BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Podcast Feature Sponsor	2	1	-	-	-
Webinars	4	3	2	1	-
Webinar Price Reduction	-	-	-	1 at 50%	1 at 50%
Feature Training Program Sponsor	2	1	-	-	-
Training Program Co-Sponsor	-	-	2	1	-
MEDIA OUTREACH BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Sponsor-printed Collateral Distributed (In Welcome Packet)	✓	✓	✓	-	-
Magazine Feature Articles	3	2	1	-	-
Magazine Ads	Full Page	Half Page	Logo	Logo	Logo
Newsletter / Training Bulletin Ads	10	6	4	3	2
Employment Opportunity Ads	8	6	3	2	1
e-blasts	5	4	3	2	1
Ad Rate Price Reduction	-	-	75%	50%	25%
Social Media Engagement and Support	✓	✓	✓	✓	✓
Promotion on FBINAA website	✓	✓	✓	✓	✓
Alliance Business Directory Ad	✓	✓	✓	✓	✓
Custom Landing Page designed by FBINAA	✓	✓	✓	✓	✓

For reference only. Specific benefits detailed in Sponsor Agreement.

Benefits subject to change without notice. Opportunities based on timely and complete requests by Sponsors in accordance with established guidelines and requisite deadlines.

ACADEMIC ALLIANCE OVERVIEW CHART

» *Academic Partnerships are for educational institutions only.*

	SUMMA \$15,000+	MAGNA \$10,000+	CHANCELLOR \$7,500+
GENERAL BENEFITS			
Chapter Leadership Summit	✓	✓	-
SAME Participant	✓	✓	-
New Member Expositions / Professional Development Days	✓	✓	✓
Tickets to Annual FBINAA Member Reception at IACP	3	2	2
Use of FBINAA Alliance badge & Partner designation graphic	✓	✓	✓
NATIONAL ANNUAL TRAINING CONFERENCE BENEFITS			
	SUMMA	MAGNA	CHANCELLOR
Selection Priority <i>(Exhibit location, Add-On Opportunity selection)</i>	5	6	7
Full Sponsor Badges	4	-	-
Additional Full Sponsor Badges Available for Purchase	1	-	-
Additional Full Sponsor Badge Price Reduction	10%	-	-
Exhibitor Badges	-	3 w/ Booth Purchase	2 w/ Booth Purchase
Evening Event Tickets	4	Available for Purchase	Available for Purchase
Banquet Dinner Seats	4	Available for Purchase	Available for Purchase
Exhibit Size/Price Reduction <i>(Subject to availability / specific size dependent on venue)</i>	Standard	Standard at 50%	Standard at 25%
Sponsorship Upgrade Discount	5%	-	-
e-Promotions <i>(Logo)</i>	1	1 w/ Booth Purchase	1 w/ Booth Purchase
Sponsor-printed Collateral Distributed <i>(In Delegate bag)</i>	✓	-	-
On-Screen and Sign Promotions <i>(Logo)</i>	✓	✓ w/ Booth Purchase	✓ w/ Booth Purchase
Conference Program Ad <i>(Digital or Print)</i>	Logo	Logo w/ Booth Purchase	Logo w/ Booth Purchase
Attendee Contact Lists <i>(Opt-in)</i>	Post-	Post- w/ Booth Purchase	Post- w/ Booth Purchase
TRAINING BENEFITS			
	SUMMA	MAGNA	CHANCELLOR
Webinar Price Reduction	1 at 50%	1 at 25%	1 at 15%
Training Program Co-Sponsor	1	-	-
MEDIA OUTREACH BENEFITS			
	SUMMA	MAGNA	CHANCELLOR
Sponsor-printed Collateral Distributed <i>(In Welcome Packet)</i>	✓	-	-
Magazine Feature Articles	-	-	-
Magazine Ads	Logo	Logo	Logo
Newsletter / Training Bulletin Ads	3	2	1
Employment Opportunity Ads	1	-	-
e-blasts	2	1	0
Ad Rate Price Reduction	50%	25%	15%
Social Media Engagement and Support	✓	✓	✓
Promotion on FBINAA website	✓	✓	✓
Alliance Business Directory Ad	✓	✓	✓
Custom Landing Page designed by FBINAA	✓	✓	✓

For reference only. Specific benefits detailed in Sponsor Agreement.

Benefits subject to change without notice. Opportunities based on timely and complete requests by Sponsors in accordance with established guidelines and requisite deadlines.

CHAPTER LEADERSHIP SUMMIT*

Reserved for Silver Level Strategic Partners and above as well as Magna Level Academic Partners and above

Every year, leadership from each FBINAA Chapter meets in Quantico for four days to discuss matters pertaining to the mission of the Association, to undergo training, and to interact with other Chapter Leaders to discuss initiatives throughout the network. One day of this event is dedicated to allowing our Strategic and Academic Alliance Partners to spend time with the Chapter Leaders to enhance involvement at the Chapter level. Our Strategic and Academic Alliance Partners are spotlighted during a Chapter Leadership Expo, which includes a lunch with Chapter Leaders, and typically participate in an education component reflective of the uniqueness of the FBI National Academy. The experience culminates with a dinner reception.

STRATEGIC ALLIANCE MEETING OF EXECUTIVES (SAME)

Reserved for Silver Level Strategic Partners and above as well as Magna Level Academic Partners and above

The Strategic Alliance Meeting of Executives (SAME), formerly known as the Public Private Partnership (PPP), allows for our Strategic and Academic Alliance Partners to meet with the National Board and the National Team to discuss matters associated with our Alliances as well as products and services that assist law enforcement in their duties. The purpose of the committee is to share information that will enhance the overall relationship between our Board, Team, members, and partners.

NEW MEMBER EXPO & PROFESSIONAL DEVELOPMENT DAY*

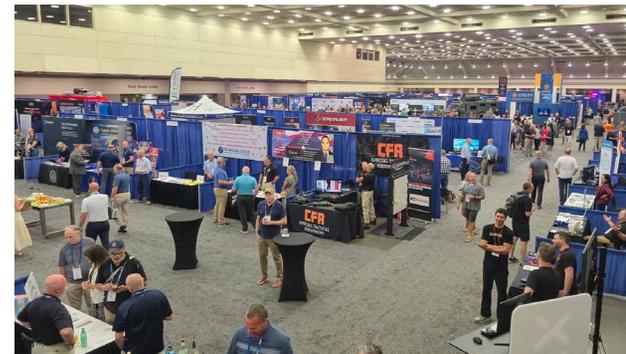
A New Member Expo and Professional Development Day are held during each session, which are attended by the current National Academy Session students. These events provide opportunities for our Strategic and Academic Alliance Partners to meet with each Session at the FBINA in Quantico. The value of our Alliances is stressed during their time at the National Academy, and this is an excellent venue for students to liaise with our partners prior to returning to their agencies.

** Attendance at events held at the FBI Academy (Quantico) requires successful completion of security screening and background checks by the United States Marine Corps and the FBI.*



While the 2026 FBINAA National Annual Training Conference welcomes groups each year to exhibit at the Conference, there are so many more great reasons to commit as a partner for the entire year. At Conference, exhibitor participation is limited in space, location, and privileges, with only 2 exhibitor-level badges issued. FBINAA Partners enjoy these additional benefits at Conference:

- Complimentary premium location exhibit space and carpeted booth with advanced selection before all other exhibitors
- Upgraded sponsor badges which allow greater access to members at Conference (*more badges based on partner level*)
- Ability to purchase discounted additional conference badges
- Attendee contact list with email addresses (*not available to exhibitors*)
- Opportunity to make remarks to the audience (*top-level partners only*)
- Participation in the Strategic Alliance Meeting of Executives with other Sponsors and members of the National Executive Board and National Office (*select-level partners only*)
- Opportunity to upgrade to other Conference sponsorships at a discounted rate
- FBINAA printed partner banner displayed at Conference
- Promotional ad in the Conference Program
- Sponsor-only invitation to events at Conference (*VIP Reception, FBINAA Night, Banquet Dinner*)
- On-screen and verbal recognition during sessions and events
- Complimentary lunches with Attendees



The Leadership APB Podcast Series engages law enforcement and public safety executives in discussions on timely and current topics affecting first responders around the world. These leaders share leadership and managerial philosophies, successes, and obstacles encountered over the course of their careers.

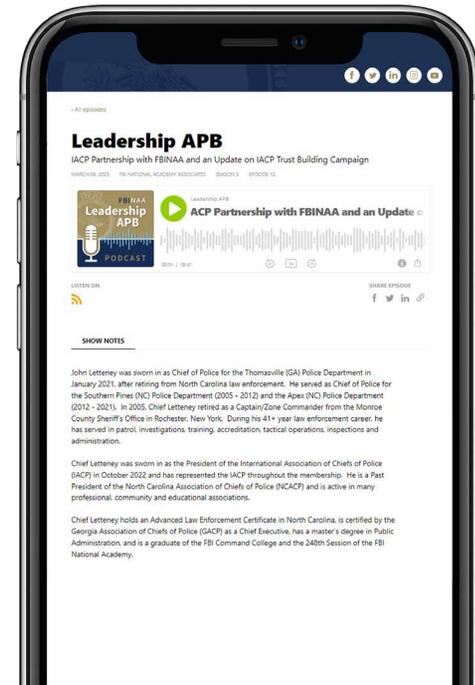
The podcasts are free audio programs distributed monthly to FBI National Academy Associates' members, their staffs, and other law enforcement executives that provide our communities, states, countries, and profession with the highest degree of law enforcement professionalism and expertise.

New podcasts are scheduled to be released on the first Wednesday of every month.

Sponsor is responsible for providing the following:

- Preferred logo (JPG or PNG)
- Preferred business name
- Tagline
- Name of social accounts to be tagged on social media
- Optional audio clip up to 20 seconds

Explore our current and past Podcasts on our website:



The FBINAA has earned the reputation for gathering diverse, nonpartisan law enforcement leaders from across the globe to address a wide-range of complex public safety concerns and to analyze critical 21st-century challenges and policy issues facing our society today.

The FBINAA co-hosts informative 60-minute webinars to help our members, constituents, and partners share their expertise, technology, and knowledge. The goal of the FBINAA Webinars is to share the latest trends and information on a wide range of law enforcement and public safety topics. Alliance Partner Webinars are promoted to FBINAA members as well as the broader community of active and retired law enforcement professionals.

The FBINAA provides marketing support for a co-branded, 60-minute webinar which may include:

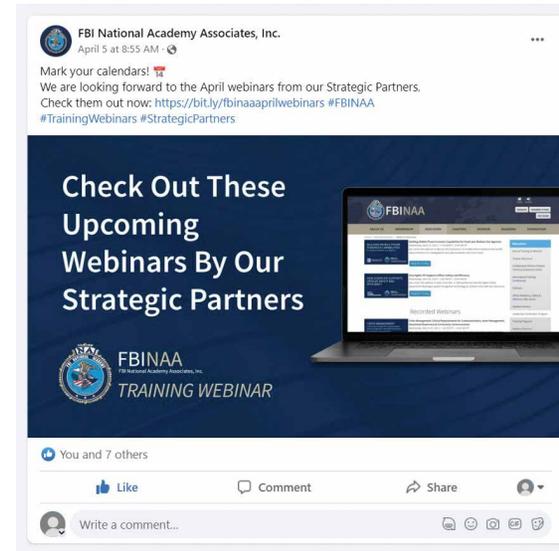
- Emails
- Social media
- Newsletters

Sponsor is responsible for providing the following:

- Platform in which to host registration and webinar
- Webinar description
- Webinar speaker bios and headshots
- Email imagery

Click Here to download our Tips & Tricks for Hosting a Webinar with the FBINAA.

Explore our current and past Webinars on our website:



Promotion of the webinar—Please provide the following 5 weeks prior to broadcast:

Image

- Size: Min width 650px
- Format: Raster RGB (*JPG or PNG*)

Title

- Up to 50 Characters

Date and Time

- 00/00/0000
1:00pm EST, 12:00pm CST,
11:00am MST, 10:00am PST

Registration Link

- Destination URL

Webinar Description

- 100–300 words

Logo

- Format: Vector (*EPS, AI, or SVG*)
or Raster transparent PNG
(*RGB - min. 1000px wide*)

- Logo Destination URL

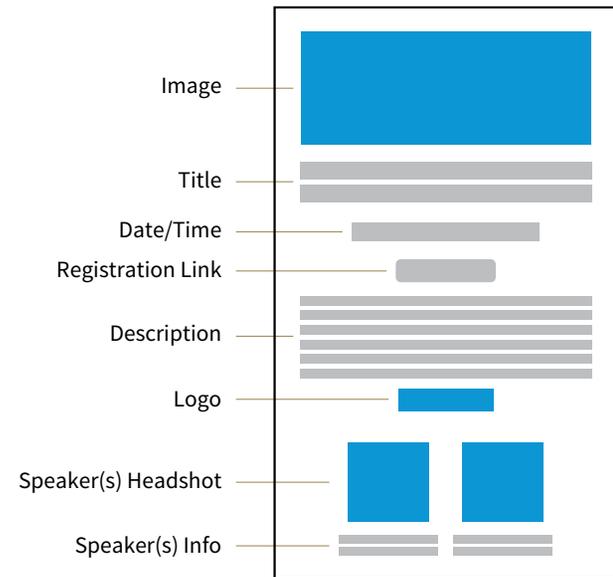
Speaker(s) Headshot

- Format: Raster RGB (*JPG or PNG*)

Speaker(s) Info

- Name
- Title

EXAMPLE



Tracking of participant engagement—Please include the following questions within the registration form:

- Attendee Name (*Last, First*):
- Attendee Email:
- Agency:
- Agency State:
- Did you attend the FBI National Academy? Yes, No
- If yes, what Session did you attend? Session #
- Are you a member of the FBI National Academy Associates (FBINAA)? Yes, No
- How did you learn about this Webinar?
 - FBINAA
 - [Partner]
 - Other (*Please specify*)

Reporting of participant engagement—Sponsor is required to provide all information listed in the “Tracking of participant engagement” section for all attendees to Marketing@FBINAA.org within 48 hours of the Webinar.

The FBI National Academy Associates provides the highest degree of law enforcement expertise, leadership training, and information to law enforcement executives around the world. The FBINAA Gold Standard Training is open to all FBINAA members, as well as anyone in the criminal justice field who wants to expand and develop their leadership skills to strengthen their knowledge base, their departments, and their communities. Opportunities to sponsor these, as well as other Training Programs, start with significant branding on the course flyer and continue with in-person and virtual options.

Feature Sponsor:

- Prime branding
- Preferred table location
- 5–7 min keynote or video
- 2 follow-up emails

Co-Sponsor:

- Standard branding
- Reserved table location
- 3–5 min keynote or video
- 1 follow-up email

In-person Sponsorships are provided with a display table, a block of keynote presentation time for a speech or video, and the opportunity to interact with members and attendees.

Virtual Sponsorships have increased flexibility if travel and accommodations are not feasible or cost-effective. Our partners can drop-ship marketing materials, collateral, and/or promotional products to the Training Program site for distribution by our Team.* Sponsors are announced throughout the program and are encouraged to provide an educational video to be played while the training is in session.

Finally, for both Sponsorships, the FBINAA will send follow-up emails to the program participants with content provided by our partner.



Explore our upcoming Training Programs on our website:



** Due to schedule constraints, we are not able to return ship any items.*

NEW MEMBER WELCOME PACKETS

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Every student who arrives at the FBINA is personally welcomed by the FBINAA National Office Team. Partners with this benefit can provide sponsor-printed, co-branded marketing collateral to be distributed in each student's "Welcome Packet," which supplies our new members with a wealth of information.

All collateral must contain your current FBINAA Strategic Alliance Badge and be pre-approved.

COLLATERAL RECEIVING DATES

SESSION	RECEIVING PERIOD
297	Dec 22, 2025 - Jan 2, 2026
298	Mar 27 - Apr 3, 2026
299	Jun 26 - Jul 3, 2026
300	Sep 16 - 23, 2026

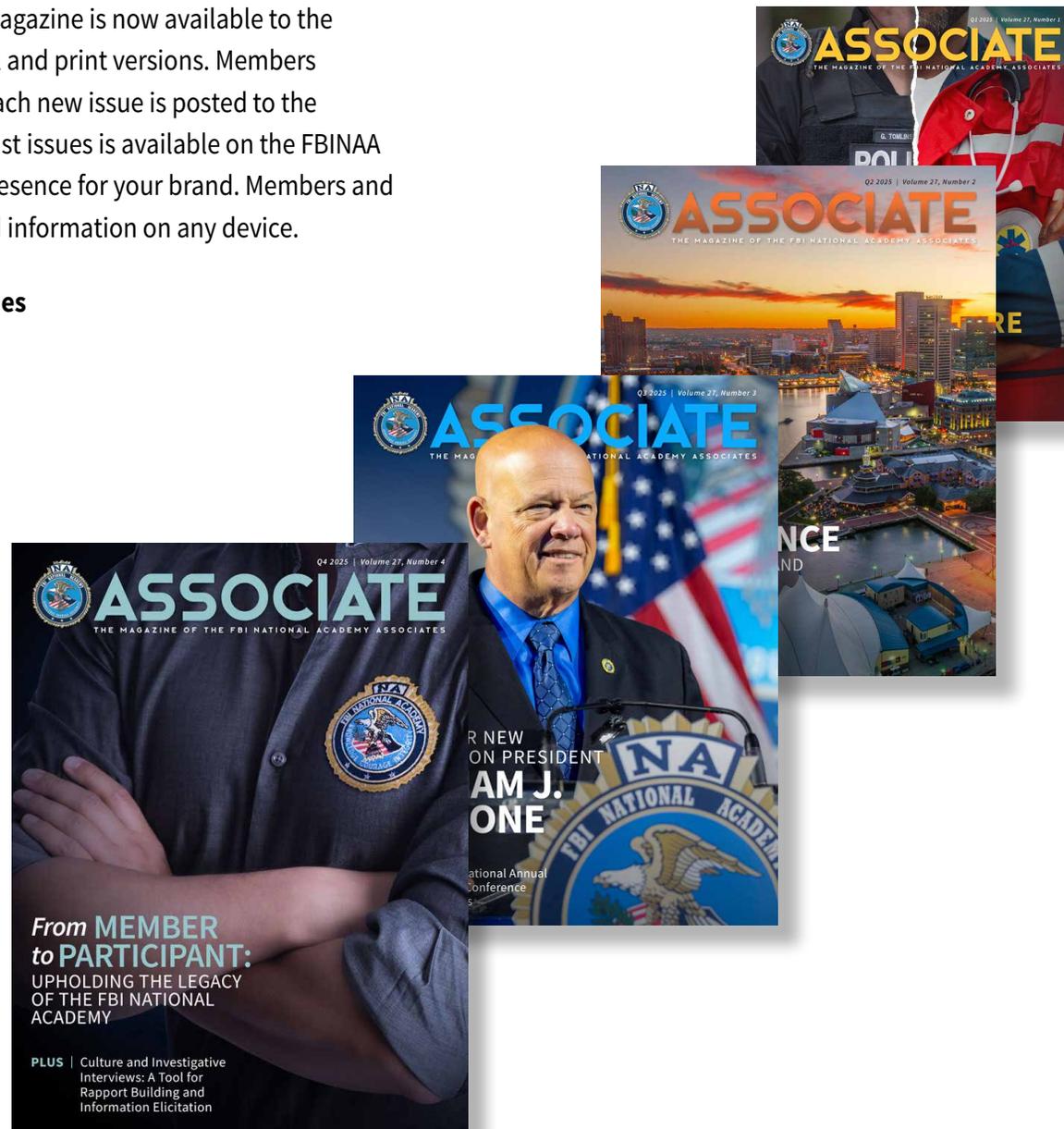
SHIP TO:

FBI National Academy Associates
Attn: Alliance Partnerships
Re: Session Welcome Packet Collateral
FBI Academy, Bldg 8-102
Quantico, VA 22135



The National Academy Associate Magazine is now available to the FBINAA membership in both digital and print versions. Members receive each issue via email, and each new issue is posted to the FBINAA website. A full archive of past issues is available on the FBINAA website, leaving a lasting online presence for your brand. Members and readers have access to content and information on any device.

Explore our current and past issues of The Associate on our website:



AD SPECIFICATIONS

POSITION (FOUR COLOR)	WIDTH	HEIGHT
Full Page - With Bleed, All Sides	8.75"	11.25"
Full Page - With Bleed, Trim	8.5"	11"
Full Page - With Bleed, Live	7.5"	9.75"
Full Page - No Bleed	7.5"	9.75"
Half-Page Vertical	3.625"	9.75"
Half-Page Horizontal	7.5"	4.875"
Quarter Page	3.625"	4.875"

Margins

- Bleed allowance is 1/8"
- Keep essential elements within the Live Area (.75" from top, and .5" from bottom and sides)

Format

- High-resolution PDF only
- Fonts must be embedded
- Files must use CMYK high resolution images
- Grayscale images can be used for black and white ads
- Bleed and crop marks are required

PUBLICATION CALENDAR

ISSUE	EDITORIAL DUE	ADVERTISING DUE	PUBLICATION DATE
2026 Q1 Jan/Feb/Mar	Jan 15, 2026	Feb 1, 2026	Apr 1, 2026
2026 Q2 Apr/May/Jun	Mar 9, 2026	Mar 20, 2026	May 22, 2026
2026 Q3 Jul/Aug/Sep	Jul 15, 2026	Aug 1, 2026	Oct 1, 2026
2026 Q4 Oct/Nov/Dec	Oct 15, 2026	Nov 1, 2026	Jan 3, 2027

The National Academy Associate Magazine, the official publication of the FBI National Academy Associates (FBINAA), is seeking subject matter experts to write original, unpublished articles on 21st-century trends, challenges, and issues facing the global law enforcement community.

The **Associate Magazine** is FBINAA's quarterly publication, providing readers with thought-provoking perspectives, practical information, awareness, and education on a variety of contemporary topics that impact the law enforcement profession and the communities they serve. FBINAA's goal is to guide today's law enforcement practitioners across a variety of settings, offering practical, up-to-date information relevant to their work.

We are seeking submissions on all topics related to law enforcement, legal, and security practices, including issues affecting public safety officials and security professionals. Based on an educational needs assessment, we are particularly interested in articles covering the following areas:

- Leadership Development and Emerging Trends
- Community Policing
- New Technology Legislation and Implementation
- Violent Extremists In America and Around
- Rethinking Ethics in Law Enforcement
- Race and Policing in Our Communities
- Civil Unrest and Protest Issues: Response/Procedures/Actions
- Tactical Response and Operations
- Recruiting, Hiring and Retention Strategies
- Police and Media Relations

- Finances/Budgets During Times of Crisis and Budget Reductions
- Officer Safety, Health and Wellness
- Cyber Crimes Emerging Trends and Challenges
- Life After Law Enforcement
- Other

All article content must be relevant to law enforcement or public safety and must not be commercial in nature or promote any sponsored product.

Select a topic from the list above or from your professional practice in which you have subject matter expertise. A subject matter expert is someone who is knowledgeable in a particular area and meets one or more of the following criteria: highly regarded by their peers; certified in a subject area within law enforcement, legal, or security specialties; or currently serving or having served in a leadership role at the local, state, national, or international level.

Articles must be original and exclusive to our publication. Submissions cannot be published if they have previously appeared on any other website or platform.

Once your submission is received, our Marketing Team will reach out to confirm receipt. If any edits are needed, our editorial team will make the necessary changes and will contact you directly if there are questions or clarifications regarding your article.

Authors will be required to assign all rights to the material contained in the article, including any claim to copyright, to the FBINAA.

MEMBER

Newsletter Frequency: Monthly

Ad Frequency: Monthly

Circulation/Subscribers: 14,400+

Open Rate: 50%

Banner Image Size/Format: 1200px (W) x 480px (H)
Raster RGB (*JPG or PNG*)



EDUCATION & TRAINING

Newsletter Frequency: Monthly

Ad Frequency: Monthly

Circulation/Subscribers: 34,000+

Open Rate: 42%

Banner Image Size/Format: 1200px (W) x 480px (H)
Raster RGB (*JPG or PNG*)



Get your employment opportunity in front of the strongest law enforcement leadership network in the world. FBI National Academy Associate members are active in our network, engaged in their careers, and open to new opportunities. Our network gives you the opportunity to reach senior law enforcement executives with an abundance of talent and experience. Our Job Posting Board allows you to match your organization's position to the most qualified professionals in the industry.

EMPLOYMENT OPPORTUNITY ADVERTISEMENT GUIDELINES:

Employment Opportunities appear in our Job Postings page on our website and our FBINAA app. Each posting includes the Organization/ Agency Name, Job Title, brief description, a link to more information and how to apply.

- Your posting will be active for 30 days
- You will need to provide the following information on the form:
 1. Company/Agency/Organization Name
 2. Position Title
 3. Position Location (*City, State, or Remote*)
 4. Application Closing Date
 5. Full Job Description (*5000 characters max*)
 6. Brief Job Description (*500 characters max*)
 7. Link to apply
 8. Point of Contact information

JOB POSTINGS

We're Hiring! CrimeTechFORENSICS

Join Our Team
CrimeTech Forensics is seeking a qualified candidates for Regional Sales Director to expand our customer base and achieve sales quotas for specific districts of our company.

To be successful in this role, you should have previous experience managing the operation of a store (or number of stores) while taking accountability for reaching targets. You should also be able to remotely supervise a team of salespeople and set profitable goals. Our ideal candidates combine excellent communication skills with a strategic mindset.

Responsibilities
- Create regional sales plans and quotas in alignment with business objectives
- Support Store Managers with day-to-day store operation
- Evaluate store and individual performances

Email marketing, or e-blasts, are dedicated, sole-sponsored emails that are sent to FBINAA members. Designed to make a big splash, these exclusive email alerts excel in announcing new products, promoting your presence at an upcoming trade show, or delivering a specific message or promotion to a wide, yet defined, audience.

EMAIL MARKETING SPECIFICATIONS

Below are the required components for submissions. Please provide the following by your creative deadline:

Logo

- Format: Vector (*EPS, AI, or SVG*)
- Logo Destination URL

Subject Line

- Up to 50 Characters

Preheader Text

A preheader is the text following the subject line when an email is previewed. A preheader is one of the first three items a subscriber sees when viewing an email. Choice of copy is extremely important.

- 40-50 Characters
- 1 Sentence (*subject line extension*)

Title

- Up to 50 Characters

Image

- Size: Min width 650px
- Format: Raster RGB (*JPG or transparent PNG, min. 1000px wide*)

Body Text

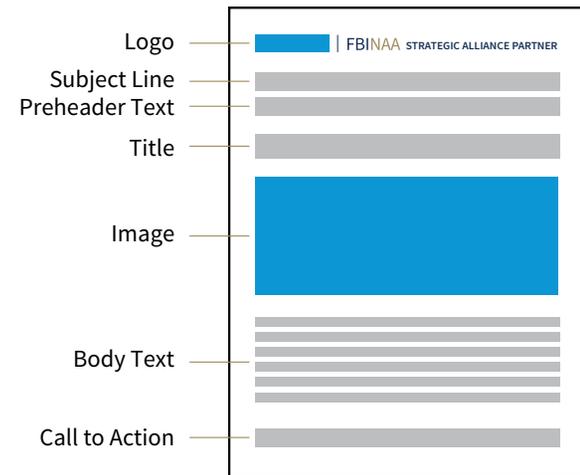
- 100-300 Words

Call To Action

- Up to 50 Characters (*Ex: Click Here, Learn More*)
- Destination URL



EXAMPLE



The FBINAA maintains a strong presence on all major social media platforms shown below.

“@” our accounts on social and “Tag” us using #FBINAA, #FBINAAAlliances, and #StrategicAlliance or #AcademicAlliance. Tagging is the best way for us to receive notifications on our account so that we can support your social efforts.

FOLLOWERS



Facebook
2025: 32,904



Instagram
2025: 5,056



Twitter
2025: 5,726



LinkedIn
2025: 41,092



Connect App
2025: 10,100

CONNECT APP

With the FBINAA Connect App, active FBINAA members and current FBINA students get the latest news, blogs, and articles, stay current on our Association events calendar, participate in polls, and engage with fellow members by Session, Chapter, and special forums...all on their mobile device.

Banner Image Size: 1600 x 900px

Access all platforms:



Our website serves as a vital connection between our Alliance Partners and a diverse audience, including current members, graduates, students, prospective students, and training alumni. This opportunity enhances your organization’s visibility and achieves targeted reach to this exclusive community. A partnership with the FBINAA not only boosts your organization’s credibility, but also opens the door to valuable connections and opportunities for collaboration.

As a partner, you will benefit from a tailored FBINAA Landing Page created by our Marketing Team, complete with a personalized QR code for ease of access. Your dedicated landing page will highlight your brand and centralize key resources, allowing you to showcase multiple web links, social media profiles, and important documents.

Your page and QR code will be featured on our website, in our magazine, and within our Alliance Business Directory, as well as in various promotional materials. QR codes will also be displayed at our New Member Expositions, Professional Development Days, Chapter Leadership Summit, and National Annual Training Conference. Additionally, a digital scroll of partner logos and QR codes will be featured on screens during these events and displayed daily in our retail store and National Office.

Visit our Alliance Partners page on our website:



Strategic and Academic Alliance Partners are encouraged to use their issued Alliance Badge and display their Alliance Plaque to promote their support of and partnership with the FBINAA. Such use is only granted for the appropriate sponsor level badge, unaltered and containing the current year of sponsorship. This permission ceases with the termination or expiration of the Agreement.

Alliance Badges



Alliance Plaques



FBINA SEAL

Strategic and Academic Alliance Partners of the FBINAA shall not use or facilitate the use of FBINAA's name or logo, FBINA Seal, or other proprietary mark or identification, without advance, specific, written approval by the FBINAA.

Please follow the protocol for use of the FBI National Academy official Seal as outlined in the FBINAA Brand Standards and Alliance Agreements.



FBINA Seal - Requires authorization for use.

For Alliance Inquiries, please contact:

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FBINAA

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