



STRATEGIC AND ACADEMIC ALLIANCE

2024 SPONSOR BENEFITS GUIDE

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Scan or click to request
your FBINAA Deliverables



On behalf of the FBI National Academy Associates, Inc. (FBINAA), thank you for your generous support of our organization and the members who 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. In fact, 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 14,000+ members across all 50 states and 174 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

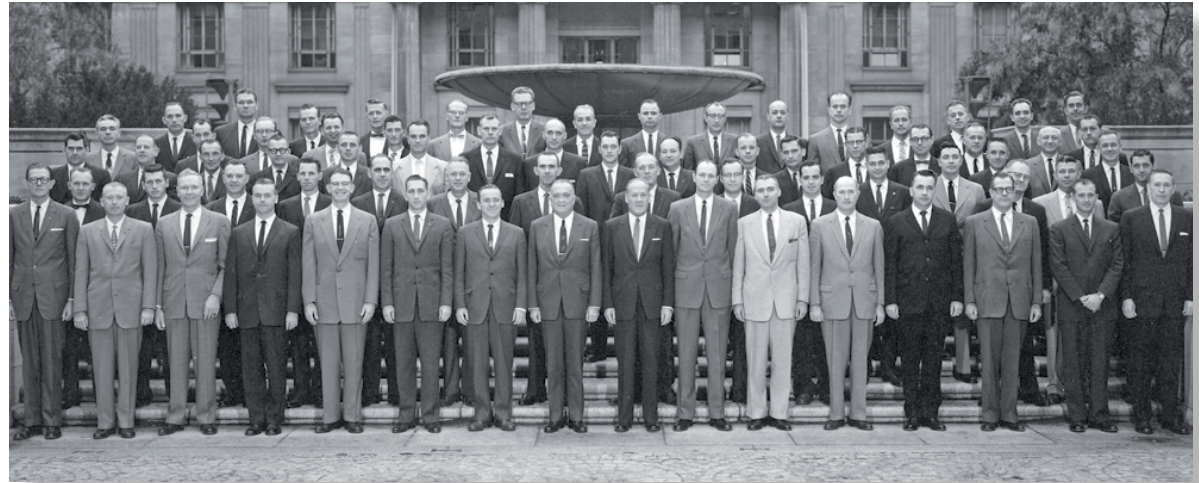
FBINA Session #252

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 almost **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, 174 countries** and over **10,200** law enforcement agencies. Over **55,000** 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.

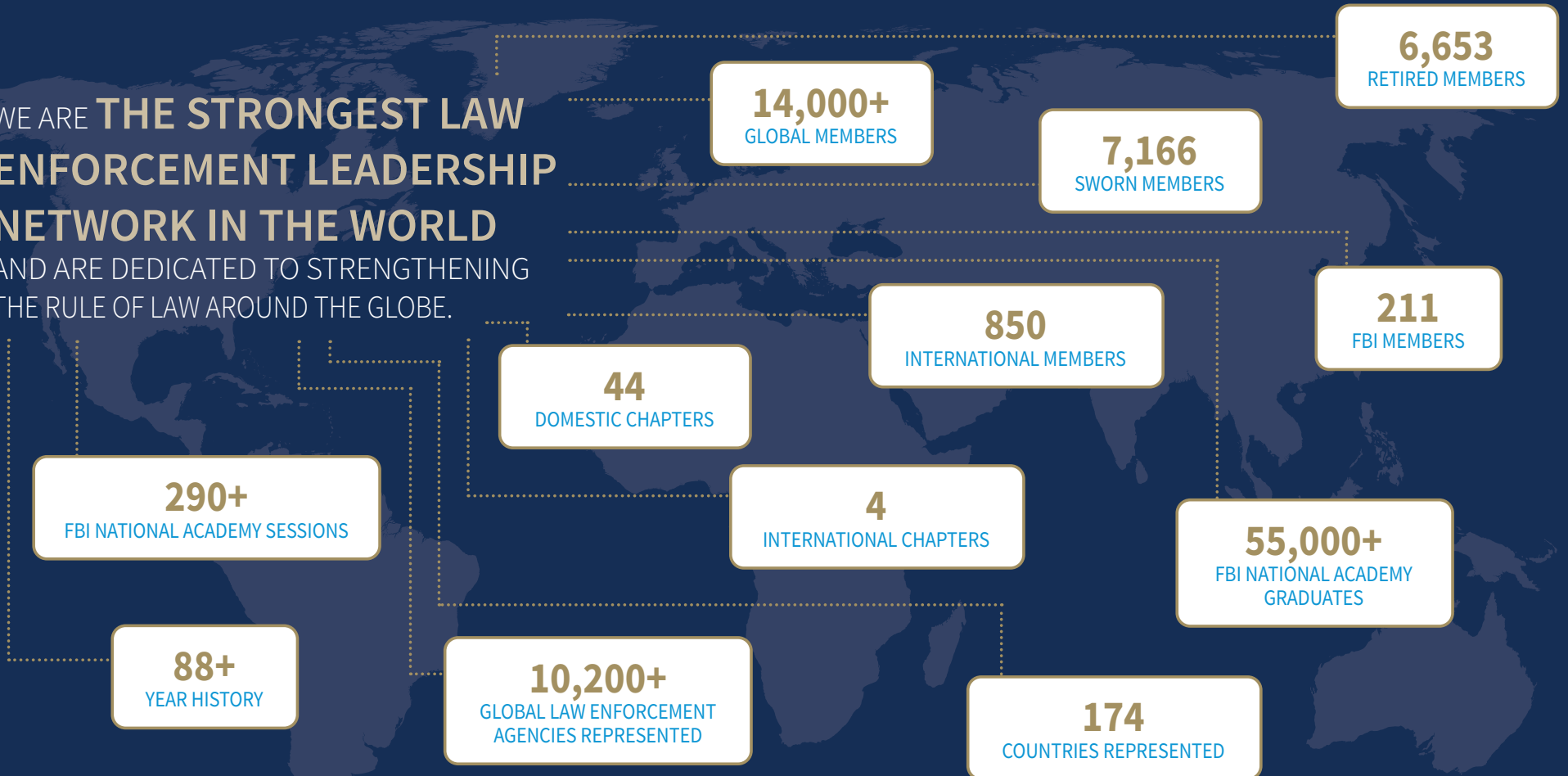


PURPOSE

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.

WE ARE **THE STRONGEST LAW ENFORCEMENT LEADERSHIP NETWORK IN THE WORLD** AND ARE DEDICATED TO STRENGTHENING THE RULE OF LAW AROUND THE GLOBE.



*Statistics fluctuate and are subject to change

STRATEGIC ALLIANCE OVERVIEW CHART

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GENERAL BENEFITS	DIAMOND	CHAMPION	AMBASSADOR	PREMIER	AFFILIATE
Chapter Leadership Summit	✓	✓	✓	✓	-
Executive Remarks at Chapter Leadership Summit	7 mins	5 mins	-	-	-
SAME Participant	✓	✓	✓	✓	-
New Member Expo / Professional Development Day	✓	✓	✓	✓	✓
Tickets to Annual FBINAA Member Reception at IACP	6	5	4	3	2
NATIONAL ANNUAL TRAINING CONFERENCE BENEFITS	DIAMOND	CHAMPION	AMBASSADOR	PREMIER	AFFILIATE
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
Gala Banquet 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	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	CHAMPION	AMBASSADOR	PREMIER	AFFILIATE
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	CHAMPION	AMBASSADOR	PREMIER	AFFILIATE
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	✓	✓	✓	✓	✓

ACADEMIC ALLIANCE OVERVIEW CHART

GENERAL BENEFITS	MAGNA	PLATINUM	GOLD
Chapter Leadership Summit	✓	✓	-
SAME Participant	✓	✓	-
Professional Development Day	✓	✓	✓
Tickets to Annual FBINAA Member Reception at IACP	3	2	2
NATIONAL ANNUAL TRAINING CONFERENCE BENEFITS	MAGNA	PLATINUM	GOLD
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
Gala Banquet 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	1	1 w/ Booth Purchase	1 w/ Booth Purchase
Sponsor-printed Collateral Distributed <i>(In Delegate bag)</i>	✓	-	-
On-Screen and Sign Promotions	✓	✓ 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	MAGNA	PLATINUM	GOLD
Webinar Price Reduction	1 at 50%	1 at 25%	1 at 15%
Training Program Co-Sponsor	1	-	-
MEDIA OUTREACH BENEFITS	MAGNA	PLATINUM	GOLD
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	✓	✓	✓

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 partnerships are for educational institutions only.*

THE ASSOCIATE MAGAZINE

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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

Artwork Submission

- Please send artwork to Partnerships@FBINAA.org

PUBLICATION CALENDAR

ISSUE	EDITORIAL DUE	ADVERTISING DUE	PUBLICATION DATE
2024 Q1 Jan/Feb/Mar	Nov 15, 2023	Nov 30, 2023	Jan 16, 2024
2024 Q2 Apr/May/June	Mar 1, 2024	Mar 15, 2024	May 16, 2024
2024 Q3 Jul/Aug/Sep	Jul 1, 2024	Jul 15, 2024	Aug 15, 2024
2024 Q4 Oct/Nov/Dec	Oct 1, 2024	Oct 15, 2024	Nov 11, 2024

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 contemporary trends, challenges, and issues facing the global law enforcement community.

The Associate Magazine is FBINAA's quarterly magazine offering readers thought-provoking perspectives, information, awareness, and education concerning a variety of contemporary and relevant topics impacting the law enforcement profession and the communities they serve.

Although FBINAA is not able to provide honoraria for publication of a submitted article, if accepted and developed for publication, your article will be published in the digital version of The National Academy Associate Magazine.

FBINAA's goal is to guide today's law enforcement practitioners in a variety of settings and we require practical, up-to-date information. The FBINAA is seeking proposals on all topics relating to law enforcement, legal, and security practices including issues that concern public safety officials and security professionals. Based on an educational needs assessment, we are particularly interested in the following law enforcement practice 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 is to be relative to law enforcement or public safety and not commercial in nature or promoting a sponsor product.

If you are interested in submitting an article or topic proposal for consideration, please review the following process:

1. Identify a topic from the list of proposed topics or from your practice in which you have subject matter expertise. A subject matter expert is someone who is an expert in a particular subject area and meets any of the following criteria:
 - Highly regarded by their peers
 - Certified in a subject area by the law enforcement, legal, security specialties
 - Served or serving in a leadership position at the local, state, national or international level

(continued on next page)

2. Submit the article for review to **associate@fbinaa.org**. Article submissions should be 500 to 2,000 words. Please include “**FBI National Academy Associate Magazine article for consideration**” in the subject line of the email and include the following information:
 - The proposed title of the article
 - A short paragraph (2-3 sentences) summarizing the topic
 - A short needs statement describing why this topic is important for law enforcement to know
 - A brief content outline
 - A brief description of your expertise in this area
 - Your current CV including title and contact information. A short (1-2 paragraph) biography will accompany articles.
 - Professional photo if available (JPG)
3. FBINAA will confirm receipt of your article or proposal via e-mail. Your article or proposal will be placed in one of the following statuses: accepted, pending, or rejected.
4. If your article or topic proposal is marked pending, you will be notified and it will be kept on file and may be considered for future development. If your article or topic is marked rejected, you will be notified via e-mail.
5. If your article is accepted for consideration, the editorial staff will contact you regarding any edits or additional information.

If your proposal is accepted for development, the FBINAA editorial staff will contact you within 4 weeks to discuss your proposal. At this time, you will be provided with further instructions regarding requirements, style, and format of the article. Proposed articles will be evaluated based on the following criteria:

- Topic is of vital concern to law enforcement, legal, security practitioners
 - Topic provides information adaptable to other law enforcement, legal, security settings
 - Learning objectives are measurable and clearly stated
 - Topic is clearly described
 - All requested elements (see #2 above) are included
7. The article will be reviewed by the FBINAA Editorial Board and comments will be sent to you for review and revision.
 8. The final version of the article will be due 10 days following the receipt of the reviewers’ comments.
 9. The article will be copy edited by FBINAA staff and you may be asked to review changes suggested by the editorial staff. You will have 48 hours to make any suggested editorial revisions. You will receive a copy of the final article layout.
 10. If submitting accompanying photos, images, and graphics with an article, please adhere to these specifications:

PHOTOS

Resolution: 300 dpi (at 100% of the final output size)

File type: JPG

ARTWORK

File format: Vector — AI or EPS

File format: Raster CMYK — Resolution: 300 dpi (at 100% of the final output size) File type: JPG or PNG (+transparency option)

11. Authors will be required to assign all rights to the material contained in the article, including claim to copyright, to the FBI National Academy Associates.

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.

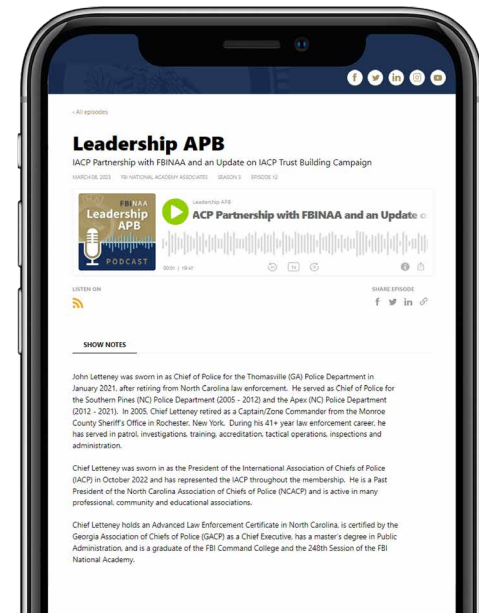
The podcasts are free audio programs distributed monthly to FBI National Academy Associates' members, their staffs, and other law enforcement executives that provide our communities, states, countries, and profession with the highest degree of law enforcement professionalism and expertise.

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.

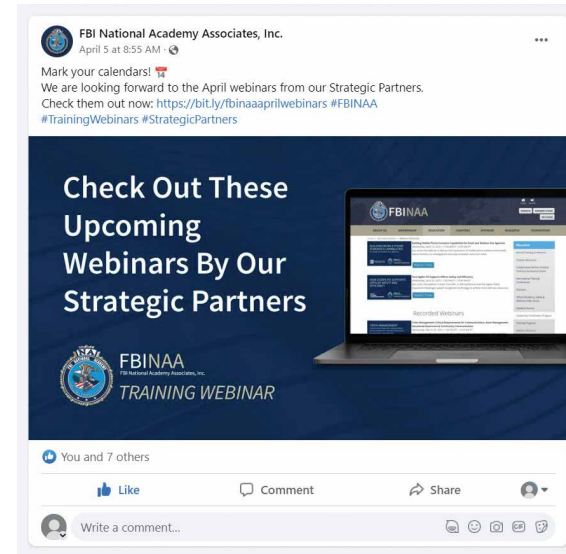
The FBINAA provides marketing support for a co-branded, 60-minute webinar which may include:

- 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

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*)
- Logo Destination URL

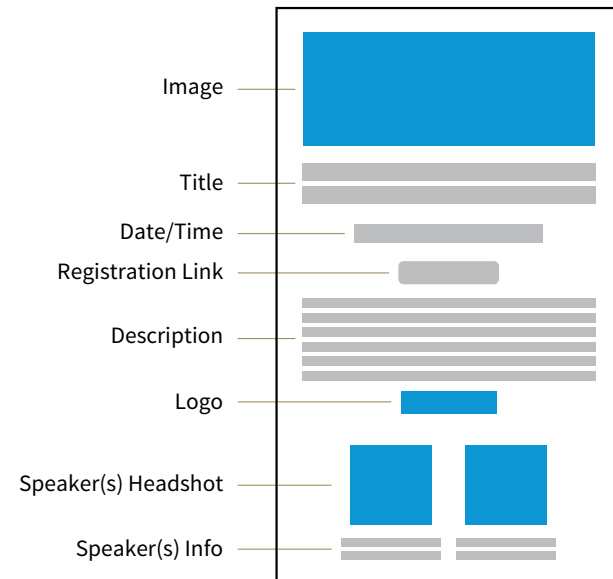
Speaker(s) Headshot

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

Speaker(s) Info

- Name
- Title

EXAMPLE



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

- Are you a graduate of 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

When the FBINAA receives the information above, we will schedule the release dates. You will be e-mailed the dates to plan your marketing activities.

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.

In-person Sponsors are provided with a display table, a 3–5-minute block of keynote presentation time for a speech or video, and the opportunity to interact with members and attendees.

Virtual Sponsors 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 a 3–5-minute educational video to be played while the training is in-session.

Finally, the FBINAA will send a follow-up email to the program participants with content provided by our partner.

Feature Sponsors are allotted prime branding on the course flyer, choice table location, 5-7 minutes of allocated time, and the FBINAA will send 2 follow-up emails to the program participants.

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



Explore our upcoming Training Programs on our website:



NEW MEMBER WELCOME PACKETS

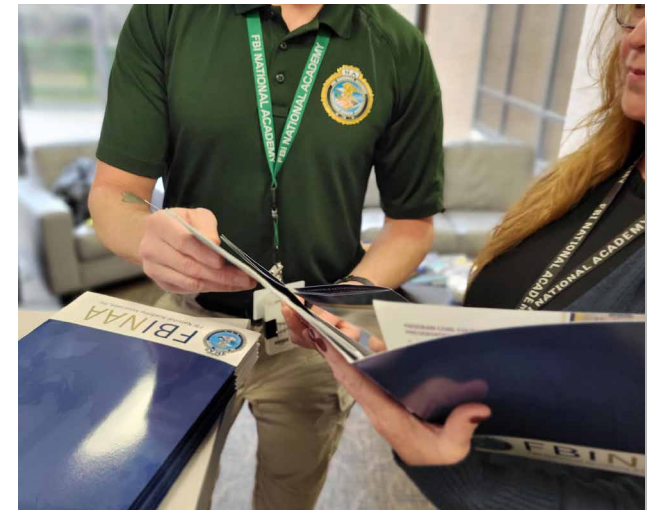
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Every student who arrives at the FBINA is personally welcomed by the FBINAA National Office Team. Partners with this benefit can provide sponsor-printed, co-branded marketing collateral to be distributed in each student's "Welcome Packet," which supplies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

Shipping to the National Office

SESSION	RECEIVING PERIOD
289	Dec 15 - 23, 2023
290	Mar 8 - 15, 2024
291	Jun 14 - 22, 2024
292	Sep 6 - 13, 2024



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 PNG*)

Body Text

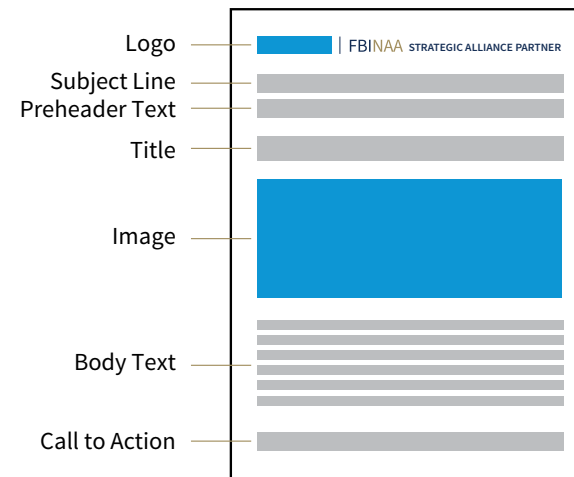
- 100–300 Words

Call To Action

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



EXAMPLE



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



The screenshot shows a job posting for CrimeTech Forensics. At the top, there is a blue header with the FBI National Academy logo and the text "JOB POSTINGS". Below this is a brown banner with "We're Hiring!" and the CrimeTech Forensics logo. The main content area is white and contains the following text:

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

**Visit our Job Postings page
on our website:**



MEMBER

Newsletter Frequency: Monthly

Ad Frequency: Monthly

Circulation/Subscribers: 14,000+

Open Rate: 60%

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

EDUCATION & TRAINING

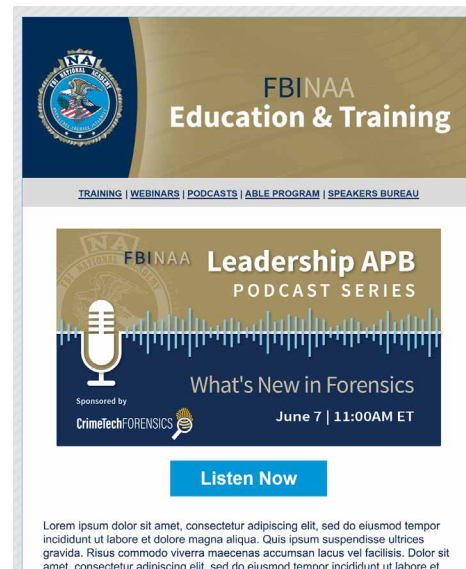
Newsletter Frequency: Monthly

Ad Frequency: Monthly

Circulation/Subscribers: 40,000+

Open Rate: 59%

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



CHAPTER LEADERSHIP SUMMIT

Reserved for Premier Level Strategic Sponsors and above as well as Platinum Level Academic Sponsors 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 Premier Level Strategic Sponsors and above as well as Platinum Level Academic Sponsors 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 all National Academy students are required to attend. 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.



While the 2024 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 with advanced selection before all other exhibitors
- Upgraded sponsor badges which allow greater access to members at Conference (*more badges based on partner level*)
- Opportunity to purchase additional sponsor badges (*not available to exhibitors*)
- 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 printed in the Conference program
- Sponsor-only invitation to events at Conference (*VIP Reception, FBINAA Night, Gala Dinner*)
- On-screen and verbal recognition during sessions and events



SOCIAL MEDIA & CONNECT APP

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

“@” us and “Tag” us to reshare. Use #FBINAA and #StrategicAlliance or #AcademicAlliance. Tagging is the best way for us to receive notifications on our account.

FOLLOWERS



Facebook
2024: 13,742



Instagram
2024: 3,088



Twitter
2024: 5,313



LinkedIn
2024: 20,010



Connect App
2024: 7,783

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:



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 Plaque



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:

John DeVoe | Partnerships@FBINAA.org | 703.632.1921



FBINAA

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