

Anita LONGO

From: Canadian Association of Police Governance <communications@capg.ca>
Sent: April 1, 2025 11:41 AM
To: Anita LONGO
Subject: CAPG Conference Sponsorship Opportunities Now Available

Follow Up Flag: Follow up
Due By: April 16, 2025 4:00 PM
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SPONSORSHIP OPPORTUNITIES

[View 2025 Sponsorship Package](#)

2025 CAPG Conference Sponsorship – Champion Sponsor – **\$10,000**

Prioritized listing as a Champion Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report.

Also includes:

- Five-minute speaking opportunity to introduce one keynote speaker
- One complimentary conference registration including evening events
- One free virtual conference registration (for up to 5 people)
- One insert in delegate welcome bags
- Company logo featured on conference website and virtual attendee hub
- Logo on banner in plenary room
- Logo on poster at registration desk
- Logo and recognition at one evening activity

- Logo prominently featured on conference app
- Prioritized recognition on social media
- Optional exhibitor table.

2025 CAPG Conference Sponsorship – Champion Sponsor – \$10,000

2025 CAPG Conference Sponsorship – Advocate Sponsor – \$5,000

Prioritized listing as an Advocate Sponsor on all printed and online media, including the conference website, program and/ or schedule, e-blasts and post-conference report.

Also includes:

- Listing on website and virtual attendee hub
- One free virtual conference registration (for up to 5 people)
- Logo on banner in plenary room
- Logo featured on conference app
- Recognition on CAPG's social media profile.

2025 CAPG Conference Sponsorship – Advocate Sponsor – \$5,000

2025 CAPG Conference Sponsorship – Cultivator Sponsor – \$2,500

Listing as a Cultivator Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report.

Also includes:

- Logo on banner in plenary room
- Recognition on CAPG's social media

- Logo featured on conference app.

2025 CAPG Conference Sponsorship – Cultivator Sponsor – \$2,500

Showcase Your Brand At The 2025 CAPG Conference – Exhibitor Package – \$1,100

Exhibitors are given an exclusive opportunity to build a dedicated space to express themselves and personally connect with delegates (Includes meals and all evening events.)

- Bringing a face and name to your brand will foster relationships with your audience.
- Show your commitment and support the community that supports your business.
- Learn what's happening in police governance and how you can be part of it.
- A one-stop exhibition enables you to secure qualified leads in one place.
- With the attention of your audience, launch a new product, service or marketing campaign.

Showcase Your Brand At The 2025 CAPG Conference - Exhibitor Package - \$1,100

2025 CAPG Conference Sponsorship – Friend Sponsor – \$1,000

Listing as a Friend Sponsor on all printed and online media, including the conference website, program and/or schedule, e-blasts and post-conference report.

2025 CAPG Conference Sponsorship – Friend Sponsor – \$1,000

2025 CAPG Conference Sponsorship – Peer Sponsor – \$250 – \$999

Listing as a Peer Sponsor on the CAPG website, conference program and post conference report.

2025 CAPG Conference Sponsorship – Peer Sponsor – \$250 – \$999

Sponsor A Conference Event – Dinner at Rally in Royal BC Museum –
\$7,500

**Sponsor A Conference Event - Dinner at Rally in Royal BC Museum - \$7,500
(ONLY 1 AVAILABLE)**

Sponsor a Conference Event – Lunch (each x2) – \$3,500

**Sponsor a Conference Event - Pre-conference workshops for new and
experienced police governance directors and commissioners - \$2,000**

**Sponsor a Conference Event - Welcome Reception at the Bard and Banker -
\$2,000**

Sponsor a Conference Event - Coffee Breaks (each x5) - \$850

SPEAKERS & PANELS

The CAPG is pleased to announce another panel for the August Annual Conference in
Victoria: **Management - Labour Relationships and Win-Win Outcomes: Ottawa's**

Experience building a collaborative, respectful relationship between the Board, Chief of Police, and Police Association with Chief Eric Stubbs, Chair Salim Fakirani, and Association President Matt Cox.



Eric Stubbs - Chief of Police - Ottawa Police Services

Chief Eric Stubbs joined the Ottawa Police Service (OPS) in November 2022. He began his policing career in 1993 with the Royal Canadian Mounted Police (RCMP) and worked in six different communities in British Columbia, including serving as Chief of Police on the Haida Gwaii, Terrace, and Prince George. In 2014, Chief Stubbs moved to RCMP headquarters in Ottawa to serve as the Director General of National Criminal Operations. In 2017, he returned to B.C. to oversee Core Criminal Operations, where he was responsible for leadership and operations of 125 frontline policing detachments and several specialized branches throughout the province.

In his role as Chief of Police in Ottawa, he wants to ensure the team at the OPS are supported and healthy so they can continue to address all the policing issues in the City. Earning the trust with all the diverse communities within the National Capital Region is a priority for the Chief and he realizes that collaboration with these groups and all stakeholders is essential in keeping the Capital of Canada a safe community.



Salim Fakirani – Chair of the Ottawa Police Service Board

Salim is the Chair of the Ottawa Police Service Board, bringing extensive leadership and governance experience to his role. As a lawyer in the federal government with a background in human rights and international affairs, Salim has advised on the legalization of non-medical cannabis in Canada; supported the offices of the Associate

and Deputy Ministers of Justice on complex and sensitive legal matters in the areas of criminal, public law, Indigenous and litigation; and has provided strategic advice on justice and security sector reform in fragile states.

Salim received a B.A. (Honours) in Political Science/International Trade from the University of Waterloo, LL.B. from the University of Ottawa, and an M.A. in International Affairs from the Norman Paterson School of International Affairs, Carleton University. He is a member of the Law Society of Ontario and was awarded the King Charles III Coronation Medal in 2025.



Matthew Cox - President of the Ottawa Police Association

Matthew Cox grew up in a small town in Nova Scotia and moved to Ottawa Canada in 2002 where he joined the Ottawa Police Service working as an Evidence Control Officer. He has dedicated 22 years to serving his community through law enforcement.

In 2006 he began his career as a Police Officer, where he worked in Front Line policing, neighborhood policing, Street Crime, Drug Enforcement and Homicide. His commitment to justice and public safety has led to his involvement in several high-profile drug, firearm, and homicide investigations.

In 2021 he was elected as a sworn director with the Ottawa Police Association. This is where his true passion was found in advocating and fighting for the rights of the membership.

In December 2022, recognizing the importance of advocating for the rights and welfare of his fellow officers, Matthew was elected by his peers as the President of the Ottawa Police Association.

In his role as President, he demonstrates a strong commitment to collective bargaining and addressing grievances, helping to secure improved working conditions and benefits for his members.

In 2024, Matthew was elected as a Police Association of Ontario representative on the Canadian Police Association. Matthew believes in three important values for Association work: Collaboration, Education, and Communication. Working with the community, the police service, the government, and other Association leaders are vital in his view. Matthew leads with a focus on transparency and accountability, while enhancing officer safety and community engagement.

Matthew graduated with Honors in Police Foundations and attended Carleton University where he studied Biochemistry and Criminology. Most recently Matthew completed the Ottawa University Telfer course on Police Association Leadership. Outside of his Association duties, Matthew volunteers at Carleton University as a guest lecturer, to build stronger community-police relations. In his spare time, Matthew enjoys playing hockey, coaching youth sports and spending time with his 7-year-old son Beckham.

His dedication to his profession and his community continues to inspire those around him, making him a respected leader in both spheres.

The CAPG is pleased to announce the following panel discussion will be featured at the GM and Annual Conference Aug 14-16, 2025 in Victoria, BC:

Defunding & Decriminalization – Lessons Learned – Seattle/Portland/Vancouver -
With Vancouver Police Department Deputy Chief Fiona Wilson, Portland Police Bureau Assistant Chief of Operations Craig Dobson, Portland Data Researcher Christian Peterson, and Seattle Police Department Sr. Director of Performance & Analytics,

Loren Atherley.



Vancouver Police Department Deputy Chief Fiona Wilson

Deputy Chief Fiona Wilson oversees the Investigation Division at the Vancouver Police Department. Deputy Wilson joined the VPD in 1999 and has worked in Patrol, in various investigative units, and has led sections within the VPD as well as at the Combined Forces Special Enforcement Unit in British Columbia.

Deputy Wilson sits on a variety of Committees and Boards including Co-Chair of the Canadian Association of Chiefs of Police Drug Advisory Committee, and Past President of the British Columbia Association of Chiefs of Police.

Deputy Wilson is a provincially accredited Team Commander, holds Bachelor and Master of Arts degrees in Criminology from Simon Fraser University, and has been the recipient of numerous awards. She is a Member of the Order of Merit of the Police Forces.



Portland Police Bureau Assistant Chief of Operations Craig Dobson

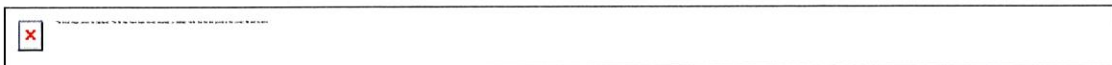
Craig Dobson has dedicated 26 years to the Portland Police Bureau, serving in key leadership roles across patrol, special events, audits, use of force, and training. With over 24 years of expertise in public order policing, he has held nearly every position in this field, including Senior Public Order Incident Commander.

Craig recently transitioned from his role as the Bureaus lead instructor for command

personnel—where he specialized in public order principles, 1st Amendment implications, crowd behavior, social identity, police capabilities, and tactical responses—to assume his current role as Assistant Chief of Operations. In this capacity, he oversees strategic planning and operations for the Bureau's three precincts.

As the leader of the Public Order Incident Commander Program, Craig played a pivotal role in managing Portland's response to the 2020 civil unrest, serving as the Overall Incident Commander. He also dedicated 15 years to the Rapid Response Team (RRT), helping develop and deliver public order training for regional teams, including the Oregon National Guard.

Craig holds a B.A. in Business from Western Oregon University and is a 2018 graduate of the FBI National Academy.



Portland Data Researcher Christian Peterson

Christian R. Peterson is a proven leader and innovative police data research manager with over a decade of experience in big data analytics, specializing in Geographic Information Systems (GIS). He is a National Institute of Justice Law Enforcement Advancing Data Science (L.E.A.D.S.) Scholar and a 2024 inductee of the George Mason University (GMU) evidence-based policing hall of fame. As the Police Data Research Manager at the Portland Police Bureau, he oversees key data and analysis programs, including gun violence data reporting and community engagement initiatives. Peterson has a track record of successful project management, having conceptualized and deployed systems like the Shots Fired Incident Reporting System and the Community Surveying Toolkit.

Christian's expertise extends to project management and communication,

demonstrated by his role as a Project Lead for various initiatives such as the NIJ Real-Time Crime Forecasting Challenge and the BJA Smart Policing Initiative. He excels in articulating complex analyses and reports, providing actionable insights for effective law enforcement operations and decision-making.

With experience in the US Army Reserve, Peterson brings leadership skills honed in tactical environments, supporting operations in Iraq, Africa, and throughout the US. As an advisor for criminal justice policy research, he bridges the gap between academia and law enforcement, providing real-world expertise to officers and policymakers alike. Christian R. Peterson is a pragmatic problem-solver with a foresight for managing project risks and ensuring successful project delivery.

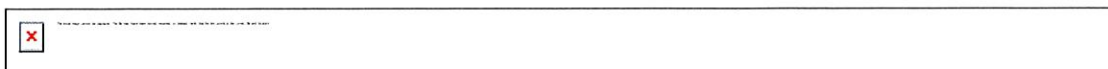


**Seattle Police Department Senior Director of Performance & Analytics Loren
Atherley**

Loren T. Atherley serves as Sr. Director of Performance Analytics & Research (PA&R) and the Senior Research Scientist for the Seattle Police Department. The PA&R group represents the department's commitment to continuous improvement and Evidence-Based Policing (EBP) through original research, evaluation, and operationalization of advanced research methods. Loren leads a national data work group focused on Analytics & Evidence Based Policing and a research network comprised of more than seventy research professionals in institutions around the world. In addition, Loren consults across the criminal justice and data sciences on topics including statistics and research methods, Artificial Intelligence (AI), Natural Language Processing (NLP) and Machine Learning (ML), EBP, risk management, police management and behavior. Loren is a NIJ LEADS Scholar and inductee to the George Mason University Evidence-Based Policing Hall of Fame, as well as an Adjunct Professor of Criminal Justice at Seattle University.

Loren holds a Master of Arts in Criminal Justice from Seattle University (MACJ), where he completed a thesis on behavioral profiling and serial sexual homicide, the Green River Killer, and the offender Gary L. Ridgway. Loren is a PhD Candidate at the University of Cambridge (expected spring 2025).

The CAPG is pleased to announce our Keynote Speaker for the 2025 Annual Conference in Victoria, BC from August 14 – 16. Canadian country music singer and CEO of the anti-human trafficking #NotInMyCity organization, Paul Brandt will be opening the event with a discussion about anti-trafficking in Canada.



Paul Brandt Founder & CEO, #NotInMyCity

Beginning his musical career in honky-tonks and talent contests in Calgary, Canada, Paul Brandt's journey eventually led him to Nashville, Tennessee where his music was first exposed to the entire world. A career highlight for him was being a co-writer on a song which was recorded by Johnny Cash. He is a Multi-Platinum recording artist, Canadian Country Music Hall of Fame member, philanthropist, and 21-year serial entrepreneur in music. He is the most awarded male Canadian Country Music artist in history, and his song "My Heart Has A History" is the most played Canadian Country song ever.

As a recipient of the Queen's Diamond and Platinum Jubilee awards and numerous other national and regional humanitarian nods, he is committed to serving those in need through various charitable endeavours including his Buckspring Foundation. Married with two children, he is inspired by people with big vision to help others. He and his family live in Alberta in the foothills of the Canadian Rocky Mountains.

#NotInMyCity is an initiative of his Buckspring Foundation, and in seven years has significantly shifted the landscape of the Albertan and Canadian response to Human

Trafficking.

#NotInMyCity has become a leader in Canada centering its work around needs of victims and survivors of human trafficking. Paul uses his gift of storytelling, public speaking, and music to share the story of how #NotInMyCity is building trust, creating platforms for collective action, and unifying the community to in order to improve strategies to address and suppress human trafficking. Paul Brandt is the former chair of the Alberta Human Trafficking Task Force, and a writer on The Reading Stone Report with its 5 primary recommendations being accepted by the Government of Alberta.

This past February 22, 2024 he was appointed as the Co-Chair for the Governing Board of The Alberta Office to Combat Trafficking in Persons.

Many more speaker announcements to come!

CAPG'S 36th Annual Conference:

Venue: Victoria Conference Centre

Date: Thursday, August 14th, 2025 to Saturday, August 16th, 2025 in Victoria, BC

Detailed schedule will be available in the coming weeks!

CAPG Conference Website

36th Annual CAPG Conference - Members Only Early Bird Ticket

36th Annual CAPG Conference - Non-Members Ticket



Grand Pacific Hotel Accommodations:

Individuals making their own reservations should contact our reservation department at one of the following numbers:


Toll Free – 1-800-663-7550

Direct – (250) 386-0450

Email – reserve@hotelgrandpacific.com

To qualify for the group rate, it is imperative that individuals indicate the Group Name or Group Code.

Group Name: Canadian Association of Police Governance Group Code: **AUG25CAPG**



Marriott Inner Harbour Hotel Accommodations

REFUND POLICY:

Refunds of 50% will be issued if cancellation is made before June 30, 2025. Refunds of 25% will be issued if cancellation is made before July 31, 2025. No refunds after August 1, 2025, but substitution of delegate is allowed.

2025 CAPG In-Person Conference Registration Form – E-mail to communications@capg.ca



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