



# Kingpins & COCKTAILS

THE PREMIER  NETWORKING EVENT

# SPONSORSHIP OPPORTUNITIES

Ellis Island Casino & Brewery, Las Vegas - The Front Yard

Wednesday, March 25, 2026 | 5:30 PM - 8:30 PM





# EVENT OVERVIEW

Kingpins & Cocktails returns for 2026 as THE must-attend networking event at ISC West. Join 500-600+ security industry leaders for an evening of high-energy networking, craft cocktails, gourmet appetizers, and genuine connections in an exclusive atmosphere away from the trade show floor.

**Hosted by:** WBFAA, California Alarm Association (CAA), The CMOOR Group, and SD Marketing

**The Venue:** Ellis Island's newly renovated Front Yard - a stunning two-story indoor/outdoor beer garden venue featuring an 18-foot big screen, multiple HD TVs, on-site craft brewery, professional stage, and Instagram-worthy atmosphere just minutes from the Venetian and ISC West.

**Who Attends:** Security dealers, integrators, C-suite executives, purchasing decision-makers, manufacturers, distributors, and industry thought leaders - the who's who of the security industry.

**2025 Success:** Last year's inaugural event completely sold out with 500+ RSVPs. Due to overwhelming demand, we've secured a new, larger venue for 2026 and expect to sell out weeks before ISC West begins.

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# **DIAMOND SPONSOR - \$15,000**

*Only 1 Exclusive Opportunity Available*

**Your Private VIP Reception:**

- Exclusive access to private VIP reception area (upper level with unobstructed Strip views)
- Host up to 100 of your VIP customers and prospects in your private space
- Dedicated VIP service staff and bar for your guests
- Your company's exclusive domain within the premier ISC West networking event

**Maximum Brand Visibility:**

- Custom 30-second video ad on rotation across all venue screens (18-foot main screen + 8 HD TVs)
- 2-minute featured speaking opportunity from the main stage with a microphone
- Exclusive "Presenting Sponsor" designation
- Largest, top-position logo placement on ALL promotional materials
- First mentioned in all verbal recognition and announcements
- Premier banner placement at event entrance and throughout the venue

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# **DIAMOND SPONSOR - \$15,000**

***Only 1 Exclusive Opportunity Available***

**Comprehensive Marketing Exposure:**

- Featured across all marketing channels with priority placement
- Sponsor spotlight content and dedicated promotional features
- Inclusion in press release to national security industry publications
- Logo featured on event landing page (top position with link to your website)
- Featured in 10+ promotional emails (150,000+ impressions to 20,000-25,000 contacts)
- Highlighted across 20+ social media posts from all 4 host organizations

- Logo inclusion in The Mirror Magazine (February AND March issues - 30,000+ readers)
- Premium visibility at CAA and SD Marketing booths on the ISC West trade show floor
- Company logo printed on event tickets distributed throughout ISC West (25,000+ attendees)
- Professional event video production featuring your brand (pre-event promotional + post-event recap)
- Sponsor social media toolkit (custom graphics, sample copy, hashtags)
- Email signature campaign across all 4 host organizations (February-March)

**VIP Benefits:**

- 100 complimentary event tickets for your team and guests
- Opportunity to provide branded materials/giveaways to all attendees
- First right of refusal for Diamond sponsorship in 2027 at locked pricing
- Post-event content package (photos, videos, attendee thank-you emails featuring your brand)

**Exclusive Investment:** Host 100 VIP customers without planning logistics, venue costs, or catering, while dominating mindshare across 2 months of multi-channel marketing to tens of thousands of qualified prospects.

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# **PLATINUM SPONSOR - \$10,000**

***Only 2 Available***

**Premium Brand Visibility:**

- Custom 30-second video ad on rotation across all venue screens
- 1-minute speaking opportunity from the main stage OR premium verbal recognition
- Premium logo placement (second-tier sizing/position) across ALL materials
- Prominent banner placement at strategic venue locations

**Comprehensive Marketing Exposure:**

- Featured across all marketing channels with premium placement
- Inclusion in press release to national security industry publications
- Logo featured on the event landing page with link to your website
- Featured in 10+ promotional emails (150,000+ impressions to 20,000-25,000 contacts)
- Highlighted across 20+ social media posts from all 4 host organizations
- Logo inclusion in The Mirror Magazine (February AND March issues - 30,000+ readers)
- Premium visibility at CAA and SDMarketing booths on ISC West trade show floor
- Company logo printed on event tickets distributed throughout ISC West

- Professional event video production featuring your brand
- Sponsor social media toolkit
- Email signature campaign across all 4 host organizations

**VIP Benefits:**

- 50 complimentary event tickets for your team and guests
- Opportunity to provide branded materials/giveaways to attendees
- Post-event content package

**Premium Investment:** Exclusive access to 500-600 qualified security industry decision-makers with 2 months of exponential marketing exposure.

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# **GOLD SPONSOR - \$5,000**

***Limited to 5 Sponsors***

**Strong Brand Visibility:**

- Prominent logo placement across promotional materials
- Featured banner placement at the venue
- Verbal recognition during event announcements
- Designated signage throughout the venue

**Extensive Marketing Exposure:**

- Logo displayed on the event landing page with a link to your website
- Featured in 10+ promotional emails (150,000+ impressions to 20,000-25,000 contacts)
- Inclusion across 20+ social media posts from all 4 host organizations
- Logo inclusion in The Mirror Magazine (February AND March issues - 30,000+ readers)
- Visibility at CAA and SD Marketing booths on the ISC West trade show floor
- Your company logo is printed on event tickets distributed throughout ISC West

- Inclusion in professional event video production
- Sponsor social media toolkit
- Email signature campaign
- Post-event content package

**Benefits:**

- 25-30 complimentary event tickets
- Opportunity to provide branded materials to attendees

**Strategic Investment:** Join industry leaders supporting the premier ISC West networking event while gaining substantial brand exposure across multiple channels.

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# **SILVER SPONSOR - \$2,500**

**Brand Visibility:**

- Logo placement across select promotional materials
- Shared sponsor signage at the venue
- Verbal recognition during the event

**Marketing Exposure:**

- Logo displayed on event landing page
- Featured in 10+ promotional emails (150,000+ impressions to 20,000-25,000 contacts)
- Featured in social media posts from host organizations
- Logo on event tickets distributed at ISC West
- Inclusion in event video production
- Sponsor social media toolkit
- Post-event content package

**Benefits:**

- 15 complimentary event tickets
- Recognition as a supporting sponsor

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## **BRONZE SPONSOR - \$500**

**Brand Visibility:**

- Company name listed on event landing page
- Recognition on shared sponsor signage at the venue

**Marketing Exposure:**

- Inclusion in select host marketing materials
- Social media mentions
- Event ticket recognition

**Benefits:**

- 5 complimentary event tickets
- Supporting sponsor recognition



# ATTENDEE PROFILE

**500-600+** qualified security industry decision-makers attend Kingpins & Cocktails, including security company owners, C-suite executives (CEOs, Presidents, VPs), purchasing decision-makers, general managers, manufacturers, vendors, distributors, and association leaders from CAA, WBFAA, and industry organizations nationwide. Expected **1,000+** RSVPs with 600+ professionals attending throughout the evening. Based on 2025's sellout success, 2026 is expected to reach capacity weeks before ISC West.

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# MARKETING TIMELINE & EXPOSURE



**8-Week Comprehensive Campaign:** Launches on February 1 and runs through March 25. 10+ promotional emails generating 150,000+ impressions across 20,000-25,000 security industry contacts. 20+ social media posts across all 4 host organizations. The Mirror Magazine features in February AND March issues (30,000+ readers). Press release to national security industry publications. Ongoing promotion at CAA and SD Marketing booths during industry events. Professional promotional video production. Event tickets distributed throughout the ISC West show floor (25,000+ attendees). Post-event recap video, thank-you emails, and content distribution featuring sponsors.

**CRITICAL DEADLINE: To be featured in The Mirror Magazine February issue, sponsors must commit BEFORE February 6, 2026.**

# NEXT STEPS

## READY TO SECURE YOUR SPONSORSHIP?

1

Contact us immediately - Diamond and Platinum opportunities are extremely limited

2

Review benefits and select the tier aligning with your marketing objectives

3

Commit early to maximize your marketing exposure across all channels

4

Receive the invoice and secure your sponsorship with full payment

5

Launch your benefits - we'll immediately begin featuring your brand

## CONTACTS:

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**Payment Terms:** Full payment due upon commitment with proper invoicing.

# Kingpins & COCKTAILS

AN EXCLUSIVE  NETWORKING EVENT

*Where Industry Leaders Connect*

**Hosted by:** Western Burglar & Fire Alarm Association (WBFAA), California Alarm Association (CAA), The CMOOR Group, and SD Marketing - leading organizations serving the security industry for decades.

