

PARTNER PROGRAM

2020-2021



Greetings,

On behalf of PRI, I am pleased to write that your company has been hand-picked as a solutions provider which we know as a reputable leader in our market. We are inviting you to our new partner ecosystem, providing you access to our clients and an endorsement by PRI. We have limited this opportunity to only those technology companies which have separated themselves from the legacy providers which so often have been troublesome for our clients.

We are seeking to develop mutually beneficial partnerships by providing our partners business development, marketing, channel sales, and system implementation and support services, in order for them to be well positioned for the future.

If you are not familiar with PRI, we are a nationally known consulting and training firm that provides criminal justice agencies information management and technology related solutions encompassing full-scope project management, procurement, and systems and business integration services. Our advisory and compliance offerings ensure successful project outcomes, increase operational efficiencies, and enable compliance with legal and regulatory requirements centered around crime reporting, public records, property and evidence, records management and communications standards.

We are experts in CAD, RMS, DEMS, document management and 911 technologies and have worked with most of the systems in the marketplace, helping our clients digitally transform through better process and technology.

Each year, over 2000 local and state agencies attend our training programs which provide state-specific instruction in public records law, NIBRS and records management. Because of our programs, we are typically the first to know which agencies are in the market for new systems. Many of these clients in turn engage PRI for long-term consulting services in which we provide needs assessment, business process re-engineering and vendor selection services.

Going forward, we see an opportunity to leverage our deep industry knowledge, extensive client list, and early market insight for mutually beneficial partnerships in two ways.

Our first approach includes providing joint marketing opportunities with a high return on investment including:

- Vendor spotlights
- Sponsored webinars
- Sponsored lunches at our seminars
- Content publication in our monthly Records Room newsletter (21,000 police records, communications and IT subscribers)
- Co-branded sales collateral distribution

Our second approach will include strategic alliances providing our partners:

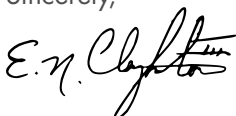
- System implementation, project management, and support, ensuring the efficient delivery of client-focused services and contract compliance
- Channel sales and prospecting

When provided by a company like ours, the last mile of a technology project and the transition to system support is, we believe, an opportunity for you to realize significant efficiency gains and cost reduction.

These services in combination with our market intel and sales expertise will be a true differentiator for our partners.

I look forward to connecting with you soon. Feel free to contact me anytime.

Sincerely,



Ed Cloughton, Founder and CEO
PRI Management Group

Because of our programs, we are typically the *first* to know which agencies are in the market for new systems.

Sponsored Marketing Packages

PRI Newsletter Content

The Records Room Newsletter reaches 21,000 criminal justice information management professionals monthly and includes industry news, legal updates, training announcements and a featured article. The most valuable and unique attribute to the PRI government contacts who read our Newsletter is that we have trained every single one: *they know us, they trust us, they are our clients.*

- Paid advertisements (logos within the left column)
- Click through ads/banners
- Vendor provided company write-ups
- Articles about the sponsors included in the "News" section



PRI website: dedicated vendor spotlight page

- Vendor provided content including case studies and product highlights
- Link to sponsor provided write-ups (also featured in newsletter)
- Additional news outlet for industry leaders
- Announcements regarding sponsors, upcoming events, product releases, customer testimonials
- Logo and click-through link to the company site



Social Media

- Facebook posts
- LinkedIn posts
- Tweets or retweets, articles news/etc.

PRI By the Numbers

Founded in **2008**



Average of **10** technology related consulting projects annually



Net promoter score: **97%**

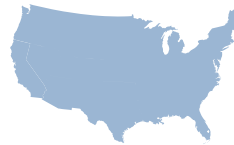
Click-through metrics:

- Our contact lists exceed **21K**
- Our newsletter open rate is around **20%** and click thru rate is around **10%**
- Our newsletter engagement **exceeds** industry standards.



2000+ seminar attendees annually

Clients in over **30 states**

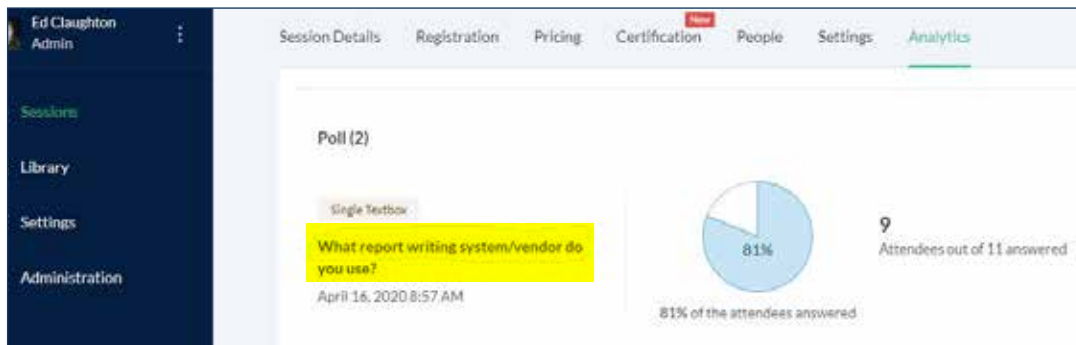


The **only firm** in America exclusively providing records and technology advisory services



21,000+ subscribers

Our webinars include polling which reveal what systems attendees currently use and if they will be replacing them



Admin

Session Details Registration Pricing Certification People Settings Analytics

Textbox What report writing system/vendor do you use? Apr 16, 2020 8:37 AM

Attendees (9)

Name	Email	Answers
Tammy Watson	twatson@pinevilenc.gov	Southern Software
Jerry Brancham	brancham@granitefallsolicenc.com	Southern Software
Jennifer Sanford	jsanford@gcps.org	New World
Ricky Lall	lall@granitefallsolicenc.com	RMS/NIBRS
Wendy Roden	wroden@ci.pittsburg.ca.us	Tiburon
Alec Robles	alec.robles@canton.ga.gov	ITI

Submit Feature Request

You are currently using our Professional plan.

Manage Subscriptions

How to Participate

Select either individual options or packaged deals providing the most return and exposure.

The Records Room Newsletter monthly ad (logo, link, 100 word copy)	Partner Product Spotlight Page on policerecordsmanagement.com (fully customized dedicated page)	Featured article in The Records Room	Brochure provided in PRI seminar materials (1 page)	Bundled pricing
Per quarter: \$3,000	Per quarter: \$3500	Per edition: \$2500	Per quarter: \$2500	Per quarter: \$10,000

Newsletter click-through data can be purchased for \$500 per edition.

ADDITIONAL OPTIONS

Co-Sponsored Webinars

Our jointly conducted webinars typically receive a high-turnout averaging 300-400 attendees. They are designed as educational 2-hour presentations providing valuable legal compliance and business process best practices information. These thought leadership webinars include a vendor-conducted demo that highlights how your product can improve operations.

- Showcasing new technology developments in the records and information management space;
- PRI will invite our government clients to attend (we also call, email and invite vendor contacts to attend)
- Government speaker and PRI endorsement to showcase highlights of partner's solutions. Webinars include their own email invites/newsletter (separate from our traditional newsletter ads)
- Webinars will be advertised on PRI website and can be included in PRI email signatures (call to action button with graphic)

1 webinar: \$4750 | 2 webinar commitment: \$2850 each | 3 webinar commitment: \$2500 each

Polling during PRI training webinars

The ultimate market intel. We'll send out live, electronic questions to attendees and provide all responses. Questions may include:

- What CAD/RMS do you currently use?
- How satisfied are you with your current vendor?
- Will you be replacing the system(s) in the near future?
- What systems have you looked at so far?

\$1500 per webinar

How to Participate

Individual Email Blasts

- Dedicated partner emails targeting government agency contacts
- Reach government contacts that know and trust PRI
- Newsletter-style email with vendor content sent to PRI contacts, company contact lists
- PRI will provide contact info for clicks, opened, reads etc. (lead generation)

\$3k per edition.

Additional Sponsored Events

- Lunch/Dinner Breakout Session/Social Hour/ Round Table at 2-Day CAD & RMS Procurement and Project Management training course. **\$2500 plus costs.**
- PRI facilitated agency luncheon showcasing partner; includes special invitation to regionally-located PRI clients, speech and product demo. **\$2500 plus costs.**
- Partner sponsored lunches at PRI seminars. **\$2500 plus costs.**