



Every Day
CADCA Trains:
PREVENTION TODAY FOR
A SAFER TOMORROW

32ND ANNUAL NATIONAL LEADERSHIP

FORUM

& SAMHSA'S 18TH PREVENTION DAY

January 31 – February 3, 2022

Gaylord National | National Harbor, MD

PARTNERSHIP OPPORTUNITIES

Drive your company forward by partnering with CADCA. The National Leadership Forum offers an opportunity for attendees to receive excellent training and technical assistance for coalitions.

Included with each partnership opportunity is your company logo in the final program book, on the event website and in eblast communications leading up to the event.

Digital Communication Opportunities | CADCA App

Add your logo to CADCA's mobile application for premium visibility throughout the event. Following the event, you will receive metrics and contact information for those that clicked on your content within the app.

- **Complete Ad Buy-Out – (Splash Page, Scheduled Push Alert and Banner Ad on the App) \$8,000:** Reserve exclusive status to be the only partner with branding on the app.
 - **Splash Page (One Day) – \$1,500:** Brand a splash page that opens for three seconds at the launch of every app entry.
 - **Scheduled Push Alert – \$1,000:** Highlight your company or exhibition table with a specialized push alert.
 - **Banner Ad on the App – \$1,500:** Highlight your company on the Forum app – the ad links to your website.
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- **Promotion via CADCA Eblast – \$1,500 for one (pre-event eblast) / \$3,000 for two (pre and post-event ebasts):** Reserve the premier status to be featured in a pre-event Forum eblast or a pre and post-event eblast to registered attendees, highlighting your company, product or brand. Your logo (with linked website), one image and the link to a 300-word promotional article will be included.
 - **Cyber Café & Charging Station – \$3,000:** Provide charging stations for attendees running out of battery time. Branded charging stations can offer a beacon of hope and the sponsor can also provide leaflets, brochures or product samples (*approval of content required*).



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- **Learning Labs | \$1,500 (per session):** Provide 30-minute session detailing your company or product to Forum attendees during the refreshment breaks in the exhibit hall. CADCA will provide all AV, stage and platform. Share brochures, leaflets or tchotchkes.
- **Hotel Key Cards | \$12,000 *Deadline to Reserve: 12/29/2021*:** Reserve your logo or custom design on branded hotel keys that are distributed to all attendees at the headquarter hotel, the Gaylord National Resort & Convention Center. ***This opportunity has staying power as many attendees take home their room key as souvenirs.***
- **Training Event Bag Insert | \$2,000 Each:** Inserts provide a promotional item flyer for inclusion in the National Leadership Forum bag distributed to all attendees (inserted item(s) subject to CADCA's approval). Please note: *Maximum of two (2) pieces per company.*
- **Writing Pad or Other Promotional Item(s) | \$2,000 + Cost of Item:** Add your logo with CADCA's to writing pads that will be distributed in the National Leadership Forum bags to all attendees.
- **Advertisement in Final Program | \$2,000:** Make your company known with an advertisement – one full page – in the final program, inviting attendees to visit your exhibit booth, learning lab or contact your company. The program is used over and over throughout the conference. The attendees take their program home to review courses' materials and reference their speakers. This is a great way to keep your website, company name or message with attendees long after the event concludes.
- **Welcome Reception Host | \$6,000:** This reception is the opening event, welcoming attendees to the conference. Your company's logo will appear on the screen throughout the event and acknowledgement given by CADCA's President and CEO. Your company logo will be included in three (3) eblasts (two prior to the event and one wrap-up) sent to all members and registered delegates.
- **Refreshment Break | Beverage Cup Sleeves - \$5,500:** CADCA offers several networking refreshment breaks throughout the four days of the conference. By reserving one of the breaks, your company name will be posted at the beverage stations for company recognition. Your company logo will be included in three (3) eblasts (two prior to the event and one wrap-up). *Reach all attendees by placing your logo on all paper cup sleeves used during applicable food functions in the exhibit area.*



- **Wellness Breaks | \$3,000:** Attendees will relax and retain focus in the morning or at the end of a busy day. Provide short movement classes like gentle yoga, hula hooping or even Zumba to help attendees take a mental break.

Youth Opportunities

Youth are an essential part of the coalition building process. Youth bring critical insight to what they are facing each day in their communities. CADCA's mission is to build the capacity of community coalitions to create safe, healthy and drug-free communities, and one of the ways CADCA accomplishes its mission is through the development of youth leaders.

- **Youth Meet n Greet | \$6,000:** Partner with CADCA's Youth Leadership team to create the opening event kicking off CADCA's Youth Leadership track and sponsor networking amongst our nation's youth leaders and their adult advisors. Event will include refreshments.
- **Youth Dance | \$6,000:** Youth travel from across the globe to come to CADCA's Youth Leadership training. CADCA's youth meet ups are designed to give youth a space outside of training to network and engage in healthy fun. Sponsoring a youth meet up will express your support of youth leadership.
- **Youth Scholarship | \$1,800 per Youth:** Provide a scholarship to a coalition youth who is unable to attend without financial assistance. The scholarship includes complimentary registration and four night's lodging at the headquarter hotel. This item also contributes to overall youth activities and trainings.
- **Scholarship for Coalition Leader and/or Youth | \$5,000:** Provide five (5) scholarships to coalition leaders and/or youth who are unable to attend due to financial constraints. The scholarship includes a complimentary registration and four (4) nights lodging at the headquarter hotel.

For all Exhibits & Partnership questions, please contact Mia Wallace, Senior Manager, Business Development, at mwallace@cadca.org.