



## 2023 Mid -Year Training Institute (MYTI) PARTNERSHIP OPPORTUNITIES

July 16-20, 2023

Gaylord Texan – Dallas, TX

CADCA's 22<sup>nd</sup> Mid-Year Training Institute offers training from top experts in the field, information/tools and strategies to take your prevention work to the next level, the latest science, news and trends on substance misuse issues, the opportunity to network with thousands of advocates passionate about prevention and specialized youth leadership training.

Sponsoring the Mid-Year Training Institute helps us to continue our work with youth and adults to make significant changes in communities throughout the nation.

Included with each partnership opportunity **over \$5,000** is your company's logo in the **program app, on the event website**, and in **e-blast communications leading up to the event**.

### Digital Communication Opportunities

#### ➤ App Sponsorship

Add your logo to our mobile application for premium visibility throughout the training event. Following the event, you will receive metrics and contact information of 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** (1 Day)- **\$1,500** – (2 Days) -**\$3,000**

- 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.

- Promotion of CADCA E-Blast\* - \$1,500 for 1 (pre-eblast) / \$3,000 for 2 (pre & post eblast)

**Limited to three organizations**

- ★ Reserve the premier status to be featured in a pre-Mid-Year e-blast or a pre & post eblast to registered attendees, highlighting your company, product, or brand. Your logo (with linked website), one image, and link to a 300-word promotional article will be included. *(Approval of content required)*.

- **NEW! Mid-Year Steps Challenge – Contact Kahlee Yeldell, Senior Manager, Meetings for Pricing / [kyeldell@org](mailto:kyeldell@org)**

- ★ Steps competition among attendees throughout the week.
- ★ App used by participants that sign up to compete.
- ★ Pedometers company branded and given to each participant.
- ★ Leader board highlights each participant progress
  - 2 leader boards at 2 locations at the event
- ★ Sponsorship provides prizes to the first, second and third place.

- **NEW! Photo Booth - \$5,000**

- ★ Co-Branded opportunity (CADCA and Sponsor) logos to dress the photo area and template
- ★ Consider this as an extension of your resource table sponsorship and have your staff hang out and greet attendees.
- ★ Graphics placed near area with the co-branded logo so attendees can easily find the booth.  
*(CADCA's guidelines for branding apply)*

- **NEW! Floor Decals (limit 4 decals)**

- ★ Floor decals guides attendees starting from our registration area to sessions throughout the event.
- ★ Co-branding opportunity (CADCA and Sponsor logo)
- ★ Logos come in different sizes:
  - 5x5 (large) - \$500
  - 3x3 (medium) - \$250
  - 2x2 (small) - \$150

- **Charging Hub - \$5,000 – SOLD OUT**

- ★ Provide 2 charging stations for attendees running out of battery for their mobile devices. Branded charging areas can offer a beacon of hope and the sponsor can also provide leaflets, brochures or product samples *(approval of content required)*.
- ★ Consider this as an extension of your resource table sponsorship and have your staff hang out and greet attendees.
- ★ QR code for attendees to scan and learn more about your organization.

- **NEW! Advertise in the CADCA Community – Contact Amy Pica, Director, Membership for Pricing / [apica@cadca.org](mailto:apica@cadca.org)**

- ★ Get Spotlighted in the CADCA Community. The Community is an online forum for the prevention field to network, connect, and ask questions. This targeted audience is focused on prevention and coalition work. Members include coalition leaders including coalition coordinators, board members, parents, youth, local govt employees, teachers, school administrators and many more.
- ★ Reach 12,000+ CADCA members.

## Youth Opportunities

- **Youth Meet & Greet - \$6,000**
  - ★ Partner with CADCA's Youth Programs 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.
  
- **Youth Talent Show - \$6,000**
  - ★ Youth from across the nation and internationally participate in CADCA's annual Mid-Year Training Institute. Our 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 Registration - \$1,800 per youth**
  - ★ Provide a scholarship to coalition youth who are unable to attend without financial assistance. The scholarship includes a complimentary registration and four night's lodging at the headquarter hotel. This item also contributes to overall youth activities and trainings.

## Communications & Promotional Opportunities

- **Advertisement in Final Program \* - \$1,500**
  - ★ Place an ad in our electronic program.
  
- **Training Event Bag Insert\* - \$2,000**
  - ★ Provide a promotional item flyer for inclusion in the Mid-Year bag distributed to all attendees.
  
- **Writing Pad Insert or Other Promotion Item (Pens) – \$2,000 + Cost of Item**
  - ★ Add your logo with CADCA's to writing pads that will be distributed in Mid-Year bags to all attendees.

Please contact **Mia Wallace, Director, Business Development** [mwallace@cadca.org](mailto:mwallace@cadca.org) or 703-706-0560 x265 for sponsorship opportunities and **Kahlee Yeldell, Senior Manager, Meetings** [kyeldell@cadca.org](mailto:kyeldell@cadca.org) .

*\*Design, message, content subject to CADCA approval*