

SPONSORSHIP 20 PROSPECTUS 27



★ CADCA® • 37TH ANNUAL
NATIONAL LEADERSHIP
FORUM

SAMHSA's 23rd Annual Prevention Day

VISION IN ACTION

FEB 1 - 4, 2027 • GAYLORD NATIONAL • NATIONAL HARBOR, MD

PARTNERSHIP OPPORTUNITIES

Drive your company forward by partnering with CADCA.

CADCA's National Leadership Forum is a 4-day conference with multiple adult and youth-oriented opportunities to learn the latest strategies to fight substance use and misuse and hear from nationally known experts and policymakers with a full day dedicated to Capitol Hill events.

The Forum brings together more than 3,000 participants representing community coalitions, government leaders, youth, addiction treatment professionals, researchers, educators, law enforcement professionals, youth and faith-based leaders.

All partnership content submitted will require review and approval.



MOBILE APP ADVERTISING

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 – \$8,000

(Exclusive Sponsorship!)

- Splash Page, Scheduled Push Alert and Banner Ad on the App.
- Reserve exclusive status to be the only partner with branding on the app.

Banner Ad on the App – \$1,500

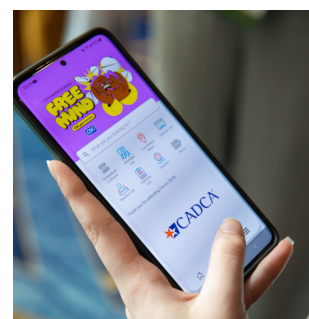
(3 opportunities available)

- Highlight your company on the Forum App

Scheduled Push Alert – \$1,000

(3 opportunities available)

- Highlight your company or exhibition table with a specialized push alert.
- Highlight your company on the Forum app – the ad links to your website.



EMAIL ADVERTISING

Promotional E-Blast(s)

\$1,500 for 1 (pre-eblast) / \$3,000 for 2 (pre & post eblast)

(Limited to three (3) organizations | Tracking metrics provided)

- Reserve the premier status to be featured in a pre-Forum 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).**

CADCA Dispatch Ad

\$1,250 (1 week) / \$2,000 (2 weeks) / \$3,000 (3 weeks) / \$4,000 (1 month)

(Tracking metrics provided)

- Put your brand in front of 20,000+ prevention professionals, coalitions leaders, and key stakeholders by securing premium advertising space at the bottom of CADCA Dispatch, our weekly newsletter.
- This is your opportunity to connect with an engaged audience dedicated to substance use prevention and community change.
- With high open rates and strong industry engagement, CADCA Dispatch delivers valuable content straight to inboxes – make sure your message is part of it!
- Reserve your spot today and amplify your impact!

CADCA COMMUNITY ADVERTISING

NEW! CADCA Community Takeover – \$10,000

Contact Amy Pica, Director, Membership – apica@cadca.org

- A premium opportunity with dominant visibility and high-value engagement
- For one week, your organization is sponsored inside the CADCA Community. Sponsors appear in a setting where prevention professionals already gather.
 - Exclusive sponsor presence during the takeover window.
 - Educational content that aligns with CADCA Community standards.
 - Multiple touchpoints: ads, posts, videos, resources and discussion.
 - The one-week window creates urgency and repeated exposure.
 - Content is framed as practical value, not just advertising.

Advertise in CADCA Community

Contact Amy Pica, Director, Membership for Pricing – 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 target 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.

SOCIAL MEDIA OPPORTUNITIES

Maximize your brand's reach by partnering with CADCA for our Forum event!

Social Media Posts

\$3,500 (3 posts) / \$5,000 (5 posts)

(Tracking metrics provided)

- As a sponsor, you'll receive dedicated social media posts across Facebook, Instagram, X, and LinkedIn.
- Amplify your message to our engaged audience of more than 36,000 people across all platforms. **(Approval of content required).**
- Simply provide general talking points, and our team will craft compelling content and eye catching creative that aligns with your goals.

EVENT OPPORTUNITIES

Charging Hub – \$5,000

(Exclusive Sponsorship!)

- 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.

Expo Spotlight Stage

\$1,000 for Exhibitors / \$1,500 for non-Exhibitors

- Put your brand center stage on the expo floor with a 30-minute showcase during refreshment breaks. The Expo Spotlight Stage is an open-air presentation space designed for quick, high-energy engagement with attendees right where the action is happening.
- CADCA provides AV support and staging, while you bring compelling content, interactive demos, or fun giveaways to capture attention. This is a lively, open-floor environment without soundproofing, so sessions are best suited for concise, visually engaging presentations that draw a crowd in a casual setting.
- Use this opportunity to boost visibility, highlight your solutions, and connect directly with attendees in a dynamic, high-traffic space.

Scheduled Dates/Times:

- Monday, February 1 - 5:30-6:00pm
- Tuesday, February 2 - 7:45-8:15am
- Tuesday, February 2 - 11:00-11:30am
- Tuesday, February 2 - 3:30-4:00pm
- Wednesday, February 3 - 7:45-8:15am

Floor and Window Decals (limit 4 decals)

- Floor decals guide 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) - **\$1,500**
 - 3x3 (medium) - **\$500**
 - 2x2 (small) - **\$250**

COMMUNICATIONS & PROMOTIONAL OPPORTUNITIES

Hotel Keycards – \$10,000

(Exclusive Sponsorship!)

- Company logo on each main hotel key card, distributed to registered attendees at the headquarter hotel – *Gaylord National, National Harbor, MD*. **This opportunity has staying power as many attendees take home their keys as souvenirs.**

Conference Bags – \$9,000

(Exclusive Sponsorship!)

- Company logo dually displayed with CADCA on attendee conference bag.

Lanyards – \$6,000

(Exclusive Sponsorship!)

- Company logo displayed on attendee lanyards.

360 Photobooth – \$4,200

(Exclusive Sponsorship!)

- Add your logo to CADCA's 360 Photobooth during the welcome reception of the event.

Bag Insert Kiosk – \$2,000 (per insert)

(Maximum of 2 pieces per company)

- Provide a promotional flyer for attendees – items located at kiosk at registration check in and at CADCA's information booth **(item(s) subject to CADCA's approval)**.

ADDITIONAL OPPORTUNITIES

Welcome Reception Host – \$6,000

(Exclusive Sponsorship!)

- 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.

Official Forum WiFi – \$6,000

(Exclusive Sponsorship!)

- Keep attendees connected by sponsoring the official Forum WiFi, an essential tool used by everyone throughout the event. Your organization's name will be featured in the WiFi network title and displayed prominently on signage with the login details.

Wellness Breaks – \$5,000

- Attendees will relax and retain focus early 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.

Game Break - \$5,000

(Exclusive Sponsorship!)

- Sponsor a mini “game break” or challenge between sessions and engage with conference attendees while giving them a break from their sessions. This sponsorship includes your company logo in the final program App, your logo linked to the company website on our Forum webpage, and your logo listed on signage onsite.

Personalization Station - \$3,500

- Sponsor the “personalization station” that provides decorations for your conference bag and/or badge. This station allows attendees to show off their style and personalities thanks to this contribution.

YOUTH OPPORTUNITIES

Key Essentials Workbooks Sponsorship - \$8,000

(Exclusive Sponsorship!)

- Partner with CADCA to support our premier track, Key Essentials, by sponsoring the development and distribution of our essential workbooks. These workbooks serve as indispensable resources for our attendees, providing vital information and tools to enhance their coalition-building efforts. By sponsoring the Key Essentials workbooks, you'll be directly contributing to the success and impact of our training institute while gaining valuable exposure to a diverse audience of coalition leaders and advocates.

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

All partnership content submitted will require review and approval.

Please contact **Mia Wallace, Director, Business Development** at mwallace@cadca.org.