

# SPONSORSHIP 20 PROSPECTUS 26



★ CADCA® • 25TH ANNUAL

## MID- YEAR

TRAINING INSTITUTE

POWERED BY PURPOSE

// JULY 12 - 16, 2026 // GAYLORD PALMS, ORLANDO, FL

SUPPORTING

DRUG ENFORCEMENT ADMINISTRATION  
FENTANYL FREE  
AMERICA 

SUMMIT 2026

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# PARTNERSHIP OPPORTUNITIES

Drive your company forward by partnering with CADCA.

**CADCA's 25th 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.





## DIGITAL COMMUNICATION OPPORTUNITIES

### App Sponsorship

Add your logo or ad to our mobile application for premium visibility throughout the training event.

### Complete Ad Buy-Out - \$8,000

*(one available)*

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

### Splash Page

**\$1,500 (1 Day) / \$3,000 (2 Days)**

*(two available)*

- 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.
- Highlight your company on the Mid-Year Training Institute app – the ad links to your website.

### Logo on Sponsor Page - \$1,000

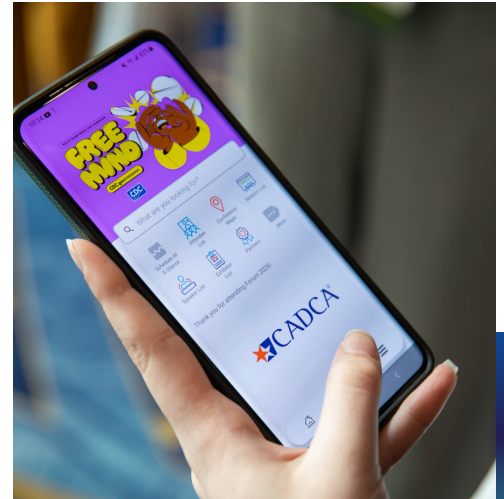
- Highlight your company logo on the Sponsors section of the app.

### Banner AD on the App - \$1,500

- Highlight your company on the Mid-Year Training Institute App – that links to your website.

### Local Vendor Advertising - \$500

- Showcase your restaurant, tour company, or business to thousands of attendees within a dedicated section of the event mobile app
- This opportunity is only available to vendors in the Orlando metropolitan area.





## DIGITAL COMMUNICATION OPPORTUNITIES

### 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-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).**

### CADCA Dispatch Ad

**\$1,250 (1 week) / \$1,500 (2 weeks) / \$3,000 (3 weeks) / \$4,000 (4 weeks)**

***(Tracking metrics provided)***

- Put your brand in front of 45,000+ prevention professionals, coalitions leaders, and key stakeholders by securing premium AD 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

### 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 Mid-Year 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 over 35,000 people across all platforms. **Content message subject to approval by CADCA.**
- 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 (one per customer)

- 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.

### 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) - **\$1500**
  - 3x3 (medium) - **\$500**
  - 2x2 (small) - **\$250**



## COMMUNICATIONS & PROMOTIONAL OPPORTUNITIES

### Hotel Keycards - \$10,000

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

### Lanyards - \$6,000

*(one sponsorship opportunity)*

- Company logo displayed on attendee lanyards

### 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)**.

### 360 Photobooth - \$4,200

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

## ADDITIONAL OPPORTUNITIES

### 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.

### 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.



## 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. This sponsorship includes a 1 Day Splash Page in the app announcing to attendees where the table is located with their logo.

## Game Break - \$5,000

- 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 Mid-Year Training Institute webpage, and your logo listed on signage onsite.

## YOUTH OPPORTUNITIES

### Key Essentials Workbooks Sponsorship - \$8,000

- 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](mailto:mwallace@cadca.org).*