NAADAC Corporate Sponsorship Guide

NAADAC, the Association for Addiction Professionals can help you unlock your brand’s potential and reach 90,000+ addiction-focused healthcare professionals through our corporate sponsorship opportunities!
NAADAC, the Association for Addiction Professionals, represents the professional interests of more than 100,000 addiction counselors, educators, and other addiction-focused health care professionals in the United States, Canada, and abroad. NAADAC’s members are addiction counselors, educators, and other addiction-focused health care professionals who specialize in addiction prevention, treatment, recovery support, and education.

13,000+ NAADAC members
54 Affiliates in the U.S. and abroad

LEARN MORE ABOUT NAADAC AT WWW.NAADAC.ORG/ABOUT.

**Members Snapshot**

**Highest Completed Education Level**
- Bachelor’s Degree: 19%
- Doctoral Degree: 10%
- Master’s Degree: 54%
- Associate’s Degree: 7%
- Other: 3%
- High School Diploma/Equivalent: 7%

**Primary Work Setting**
- Outpatient Facility, Residential Facility, Halfway House: 40%
- Criminal Justice, Local, State, and/or Federal Agency, Hospital: 18%
- None/Other: 20%
- Private Practice, EAP: 22%

**Primary Job Function**
- Counselor: 53%
- Program Director, Administrator/CEO, Program/Service Management: 18%
- Clinical Supervisor: 6%
- Educator: 4%
- None/Other: 17%
- Medical Care Provider: 2%

**Licensed/Certified As**
- Substance Use Counselor, Professional Counselor: 62%
- None/Other: 22%
- Social Worker, Psychiatrist, Rehab Counselor, Psychologist, Prevention Specialist, Clinical Supervisor: 14%
- Clergy, Physician, Nurse, EAP: 2%

**What are NAADAC Subscribers Interested In?**
- College/university programs
- Continuing education/training opportunities
- Employment opportunities
- Treatment programs
- Telehealth
- Business management software
- Financial services
- Clinical therapeutic devices
- Educational and clinical software
- Books and periodicals
- Clinical software
- Legal and financial services
Become a NAADAC Corporate Sponsor and identify your business or organization as a recognized supporter of the 100,000+ addiction professionals that NAADAC, the Association for Addiction Professionals, represents. The NAADAC Corporate Sponsorship Program not only provides your business or organization with a direct relationship with NAADAC, but also with its constituents and the addiction treatment community. Solidify your business or organization’s leadership in addiction prevention, treatment, and recovery, and become a NAADAC Corporate Sponsor today.

EXCLUSIVITY
The only national membership for addiction professionals.

CREDIBILITY
Alliances and linkages with federal agencies, and industry associations, leaders, and organizations.

GLOBAL REACH
Strong and stable network to serve members at the international, national, state, and local levels.

RAPID GROWTH
52.6% membership growth since 2014.

REACH AN AUDIENCE OF ADDICTION COUNSELORS, PROFESSIONAL COUNSELORS, SOCIAL WORKERS, ADDICTION EDUCATORS, AND OTHER ADDICTION-FOCUSED PROFESSIONALS.

With over 13,000 members, 298,000 average website page views per month, 90,000 constituents in the United States and across the globe, and a national magazine with readership of over 90,000, NAADAC can provide your organization with increased visibility through its publications, online resources, and conferences.

Questions? Contact Irina Vayner, MS, at ivayner@naadac.org today to reserve your ad space!
**DIAMOND LEVEL: $30,000+**

**Year-Round Exposure to NAADAC Members and Constituents**

- 30% discount on sponsor advertisements on all NAADAC-specified website pages to run for one year (365 days) in rotation with other corporate and annual conference sponsors. *(A value of $1,944 per year!)*
- News release announcing sponsorship posted on the NAADAC website, which receives over 298,000 page views per month.
- Special listing with logo, website, and description on NAADAC Corporate Sponsors webpage.
- Certificate to publicize your sponsorship.
- Quarterly dedicated promotional eBlast (circulation of 90,000+).
- 30% discount on advertisements in *Addiction & Recovery eNews* (circulation of 90,000+). *(A value of up to $3,603 per year!)*
- Ability to use the NAADAC Corporate Sponsor Logo on the sponsor’s website, marketing, and communication channels.
- Ability to post events on NAADAC’s online event calendar.
- 20% discount on the NAADAC Approved Education Provider application. *(A value of up to $200!)*
- Two free webinars with demo sponsorship packages. *(A $5,000 value!)*
- 20% discount on career center advertisements. *(Up to $80 in savings per posting!)*

**National Annual Conference Benefits**

- Four complimentary full NAADAC Annual Conference registrations. *(A $2,400 value!)*
- One free full-page advertisement in the NAADAC Annual Conference Program. *(A $1,000 value!)*
- One free corner exhibit booth space at the NAADAC Annual Conference. *(A $2,000 value!)*
- Tote Bag Insert at the NAADAC Annual Conference. *(A $1,000 value!)*
- Access to conference attendee email list emailed two weeks pre- and post-conference to sponsor.
- Co-sponsorship with other Diamond and Platinum Sponsors at the biggest Annual Conference event, the President’s Awards Luncheon.
- Special recognition as the Diamond Sponsor at the NAADAC Annual Conference during the opening Keynote session and President’s Awards Luncheon.

**LATINUM LEVEL: $20,000+**

**Year-Round Exposure to NAADAC Members and Constituents**

- 25% discount on sponsor advertisements on all NAADAC-specified website pages to run for one year (365 days) in rotation with other corporate and annual conference sponsors. *(A value of $1,620 per year!)*
- News release announcing sponsorship posted on the NAADAC website, which receives over 298,000 page views per month.
- Special listing with logo, website, and description on NAADAC Corporate Sponsors webpage.
- Certificate to publicize your sponsorship.
- Triannual dedicated promotional eBlast (circulation of 90,000+).
- 25% discount on advertisements in *Addiction & Recovery eNews* (circulation of 90,000+). *(A value of up to $3,003 per year!)*
- Ability to use the NAADAC Corporate Sponsor Logo on the sponsor’s website, marketing, and communication channels.
- Ability to post events on NAADAC’s online event calendar.
- 20% discount on the NAADAC Approved Education Provider application. *(A value of up to $200!)*
- One free webinar with a demo sponsorship package. *(A $2,500 value!)*
- 20% discount on career center advertisements. *(Up to $80 in savings per posting!)*

**National Annual Conference Benefits**

- Three complimentary full NAADAC Annual Conference registrations. *(A $1,800 value!)*
- 50% discount on one NAADAC Annual Conference Program interior advertisement. *(A value of up to $500 per advertisement!)*
- One free inline booth space at the NAADAC Annual Conference. *(A $1,650 value!)*
- Tote Bag Insert at the NAADAC Annual Conference. *(A $1,000 value!)*
- Access to conference attendee email list emailed two weeks pre- and post-conference to sponsor.
- Co-sponsorship with other Diamond and Platinum Sponsors at the biggest Annual Conference event, the President’s Awards Luncheon.
- Special recognition as the Platinum Sponsor at the NAADAC Annual Conference during the opening Keynote session and President’s Awards Luncheon.
Year-Round Exposure to NAADAC Members and Constituents
- 20% discount on sponsor advertisements on all NAADAC-specified website pages to run for one year (365 days) in rotation with other corporate and annual conference sponsors. (A value of $1,296 per year!)
- News release announcing sponsorship posted on the NAADAC website, which receives over 298,000 page views per month.
- Special listing with logo, website, and description on NAADAC Corporate Sponsors webpage.
- Certificate to publicize your sponsorship.
- Semiannual dedicated promotional eBlast (circulation of 90,000+).
- 25% discount on advertisements in Addiction & Recovery eNews (circulation of 90,000+). (A value of up to $3,003 per year!)
- Ability to use the NAADAC Corporate Sponsor Logo on the sponsor’s website, marketing, and communication channels.
- Ability to post events on NAADAC’s online event calendar.
- 20% discount on the NAADAC Approved Education Provider application. (A value of up to $200!)
- 20% discount on webinar sponsorship packages. (A value of up to $500 per webinar!)
- 15% discount on career center advertisement. (Up to $80 in savings per posting!)

National Annual Conference Benefits
- Two complimentary full NAADAC Annual Conference registrations. (A $1,200 value!)
- 25% discount on one NAADAC Annual Conference Program interior advertisement. (A value of up to $250 per advertisement!)
- 25% discount on booth space at the NAADAC Annual Conference. (A value of up to $500 per booth!)
- Tote Bag Insert at the NAADAC Annual Conference. (A $1,000 value!)
- Special recognition as the Gold Sponsor at the NAADAC Annual Conference during the opening Keynote session and President’s Awards Luncheon.

OLD LEVEL: $15,000+

Year-Round Exposure to NAADAC Members and Constituents
- 10% discount on sponsor advertisements on all NAADAC-specified website pages to run for one year (365 days) in rotation with other corporate and annual conference sponsors. (A value of $648 per year!)
- News release announcing sponsorship posted on the NAADAC website, which receives over 298,000 page views per month.
- Special listing with logo, website, and description on NAADAC Corporate Sponsors webpage.
- Certificate to publicize your sponsorship.
- 20% discount on advertisements in Addiction & Recovery eNews (circulation of 90,000+). (A value of up to $2,402 per year!)
- Ability to use the NAADAC Corporate Sponsor Logo on the sponsor’s website, marketing, and communication channels.
- Ability to post events on NAADAC’s online event calendar.
- 10% discount on the NAADAC Approved Education Provider application. (A value of up to $100!)
- 10% discount on webinar sponsorship packages. (A value of up to $250 per webinar!)
- 10% discount on career center advertisements. (Up to $80 in savings per posting!)

National Annual Conference Benefits
- One complimentary full NAADAC Annual Conference registration. (A $600 value!)
- 20% discount on one NAADAC Annual Conference Program interior advertisement. (A value of up to $200 per advertisement!)
- 20% discount on booth space at the NAADAC Annual Conference. (A value of up to $400 per booth!)
- Tote Bag Insert at the NAADAC Annual Conference. (A $1,000 value!)
- Special recognition as the Silver Sponsor at the NAADAC Annual Conference during the opening Keynote session and President’s Awards Luncheon.

SILVER LEVEL: $10,000+

Year-Round Exposure to NAADAC Members and Constituents
- 10% discount on sponsor advertisements on all NAADAC-specified website pages to run for one year (365 days) in rotation with other corporate and annual conference sponsors. (A value of $648 per year!)
- News release announcing sponsorship posted on the NAADAC website, which receives over 298,000 page views per month.
- Special listing with logo, website, and description on NAADAC Corporate Sponsors webpage.
- Certificate to publicize your sponsorship.
- 20% discount on advertisements in Addiction & Recovery eNews (circulation of 90,000+). (A value of up to $2,402 per year!)
- Ability to use the NAADAC Corporate Sponsor Logo on the sponsor’s website, marketing, and communication channels.
- Ability to post events on NAADAC’s online event calendar.
- 10% discount on the NAADAC Approved Education Provider application. (A value of up to $100!)
- 10% discount on webinar sponsorship packages. (A value of up to $250 per webinar!)
- 10% discount on career center advertisements. (Up to $80 in savings per posting!)

National Annual Conference Benefits
- One complimentary full NAADAC Annual Conference registration. (A $600 value!)
- 20% discount on one NAADAC Annual Conference Program interior advertisement. (A value of up to $200 per advertisement!)
- 20% discount on booth space at the NAADAC Annual Conference. (A value of up to $400 per booth!)
- Tote Bag Insert at the NAADAC Annual Conference. (A $1,000 value!)
- Special recognition as the Silver Sponsor at the NAADAC Annual Conference during the opening Keynote session and President’s Awards Luncheon.
RONZE LEVEL: $5,000+

Year-Round Exposure to NAADAC Members and Constituents
• News release announcing sponsorship posted on the NAADAC website, which receives over 298,000 page views per month.
• Special listing with logo, website, and description on NAADAC Corporate Sponsors webpage.
• Certificate to publicize your sponsorship.
• 10% discount on advertisements in Addiction & Recovery eNews (circulation of 90,000+). (A value of up to $1,201 per year!)
• Ability to use the NAADAC Corporate Sponsor Logo on the sponsor’s website, marketing, and communication channels.
• Ability to post events on NAADAC’s online event calendar.
• 10% discount on the NAADAC Approved Education Provider application. (A value of up to $100!)
• 10% discount on career center advertisements. (Up to $80 in savings per posting!)

National Annual Conference Benefits
• 10% discount on one NAADAC Annual Conference Program interior advertisement. (A value of up to $100 per advertisement!)
• 10% discount on booth space at the NAADAC Annual Conference. (A value of up to $200 per booth!)
• Banner Ad on all pages of the NAADAC Annual Conference webpage. (A $500 value!)
• Special recognition as the Bronze Sponsor at the NAADAC Annual Conference during the opening Keynote session and President’s Awards Luncheon.

CORPORATE SPONSORSHIP BENEFIT QUICK GUIDE

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Diamond ($30K+)</th>
<th>Platinum ($20K+)</th>
<th>Gold ($15K+)</th>
<th>Silver ($10K+)</th>
<th>Bronze ($5K+)</th>
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<tbody>
<tr>
<td>Year-long Benefits</td>
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<tr>
<td>Discount on sponsor advertisements on all NAADAC-specified website pages to run for one year (365 days) in rotation with other corporate and annual conference sponsors</td>
<td>30%</td>
<td>25%</td>
<td>20%</td>
<td>10%</td>
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<tr>
<td>News release announcing sponsorship posted on the NAADAC website, which receives over 298,000 page views per month</td>
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<td>✓</td>
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<tr>
<td>Special listing with logo, website, and description on NAADAC Corporate Sponsors webpage</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Certificate to publicize your sponsorship</td>
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<tr>
<td>Dedicated promotional eBlast (circulation of 90,000+)</td>
<td>Quarterly</td>
<td>Triannual</td>
<td>Semiannual</td>
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<tr>
<td>Discount on advertisements in Addiction &amp; Recovery eNews (circulation of 90,000+)</td>
<td>30%</td>
<td>25%</td>
<td>25%</td>
<td>20%</td>
<td>10%</td>
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<tr>
<td>Ability to use the NAADAC Corporate Sponsor Logo on the sponsor’s website, marketing, and communication channels</td>
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<td>✓</td>
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<tr>
<td>Ability to post events on NAADAC's online event calendar</td>
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<td>Discount on the NAADAC Approved Education Provider application</td>
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<td>Free webinars with demo sponsorship packages</td>
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<td>–</td>
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</tr>
<tr>
<td>Discount on webinar sponsorship packages</td>
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<td>20%</td>
<td>10%</td>
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</tr>
<tr>
<td>Discount on career center advertisements (up to $80 per posting)</td>
<td>20%</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
<td>10%</td>
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National Annual Conference Benefits
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<tbody>
<tr>
<td>Complimentary full NAADAC Annual Conference registration(s)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Free full-page advertisement in the NAADAC Annual Conference Program</td>
<td>1</td>
<td>–</td>
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</tr>
<tr>
<td>Discount on one NAADAC Annual Conference Program interior advertisement</td>
<td>–</td>
<td>50%</td>
<td>25%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Complimentary or discounted exhibit booth space at the NAADAC Annual Conference</td>
<td>1 corner booth</td>
<td>1 inline booth</td>
<td>25% discount</td>
<td>20% discount</td>
<td>10% discount</td>
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<tr>
<td>Tote Bag Insert at the NAADAC Annual Conference ($1,000 value)</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Banner Ad on all pages of the NAADAC Annual Conference Webpage ($500 value)</td>
<td>–</td>
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<td>✓</td>
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<tr>
<td>Access to conference attendee email list emailed two weeks pre- and post-conference to sponsor</td>
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<td>Co-sponsorship with other Diamond and Platinum Sponsors at the biggest Annual Conference event, the President’s Awards Luncheon</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Special recognition at the NAADAC Annual Conference during the opening Keynote session and President’s Awards Luncheon</td>
<td>✓</td>
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<td>✓</td>
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<td>✓</td>
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</table>

SIGN UP TO BE A NAADAC CORPORATE SPONSOR AT WWW.NAADAC.ORG/CORPORATE-SPONSORSHIP OR EMAIL IRINA VAYNER, MS, AT IVAYNER@NAADAC.ORG.