



2021  
**ZOOMING OUT:**  
MAPPING THE PATH AHEAD



**SPONSORSHIP OPPORTUNITIES**

[COMPASSMARK.ORG](http://COMPASSMARK.ORG)

# ABOUT US

## COMPASS MARK'S HISTORY

In 1966, a visionary group of thirty-two leaders from the Lancaster community identified a clear and common purpose: To recognize, prevent, and alleviate the disease of addiction. Throughout our history, Compass Mark has assumed a leadership role in all aspects of addiction education, prevention, intervention and treatment.

Last year, Compass Mark provided substance use and problem gambling education, youth skill building, and information and referral services to over 10,000 people in Lancaster, Lebanon, and Chester Counties.

## OUR MISSION

Compass Mark's mission is to prevent addiction through education, skill-building and community mobilization.

## OUR VISION

To guide and empower all people toward healthy, fulfilling lives free from addiction.



# 2021 SPONSORSHIP OPPORTUNITIES

The goal of the Positive Change Conference is to offer practical, immediately applicable tools, as well as inspiration and encouragement, to those working in helping professions where addiction is present. This year's theme is Zooming Out: Mapping the Path Ahead.

**The conference will be held virtually on October 20, 2021, from 8:30 a.m. – 12:30 p.m. and October 27, 2021, from 12:30 p.m. – 4:30 p.m.**

Compass Mark has a strong social media presence, including reach and engagement with our website and social media pages. All sponsorship opportunities include benefits to promote your brand.

We invite you to partner with us! **To receive full promotional benefits, the sponsorship agreement must be received by September 20, 2021.**

**This conference is held in partnership with:**



# 2021 SPONSORSHIP LEVELS

## PRESENTING SPONSOR

**\$2500**

- Opportunity to speak during opening remarks to 200+ conference participants
- Option to include 60 second sponsor-supplied video in preshow
- (2) Dedicated posts via Facebook promoting sponsor organization
- Opportunity to place marketing materials in conference care package distributed to all 200+ attendees
- 6 Participant Registrations
- Digital list of conference participants and sponsor engagement opportunities during conference
- Logo and Website featured via social media
- Logo and Website featured on Compass Mark's website
- Logo on all promotional conference materials
- Logo featured during live conference and in attendee program

## GOLD SPONSOR

**\$1750**

- Option to include 30 second sponsor-supplied video in preshow
- (1) Dedicated post via Facebook promoting sponsor organization
- Opportunity to place marketing materials in conference care package distributed to all 200+ attendees
- 4 Participant Registrations
- Digital list of conference participants and sponsor engagement opportunities during conference
- Logo and Website featured via social media
- Logo and Website featured on Compass Mark's website
- Logo on all promotional conference materials
- Logo featured during live conference and in attendee program

## SILVER SPONSOR

**\$1000**

- Dedicated post via Facebook promoting sponsor organization
- Opportunity to place marketing materials in conference care package distributed to all 200+ attendees
- 2 Participant Registrations
- Sponsor engagement opportunities during conference
- Logo and Website featured via social media
- Logo and Website featured on Compass Mark's website
- Logo on all promotional conference materials
- Logo featured during live conference and in attendee program

## BRONZE SPONSOR

**\$500**

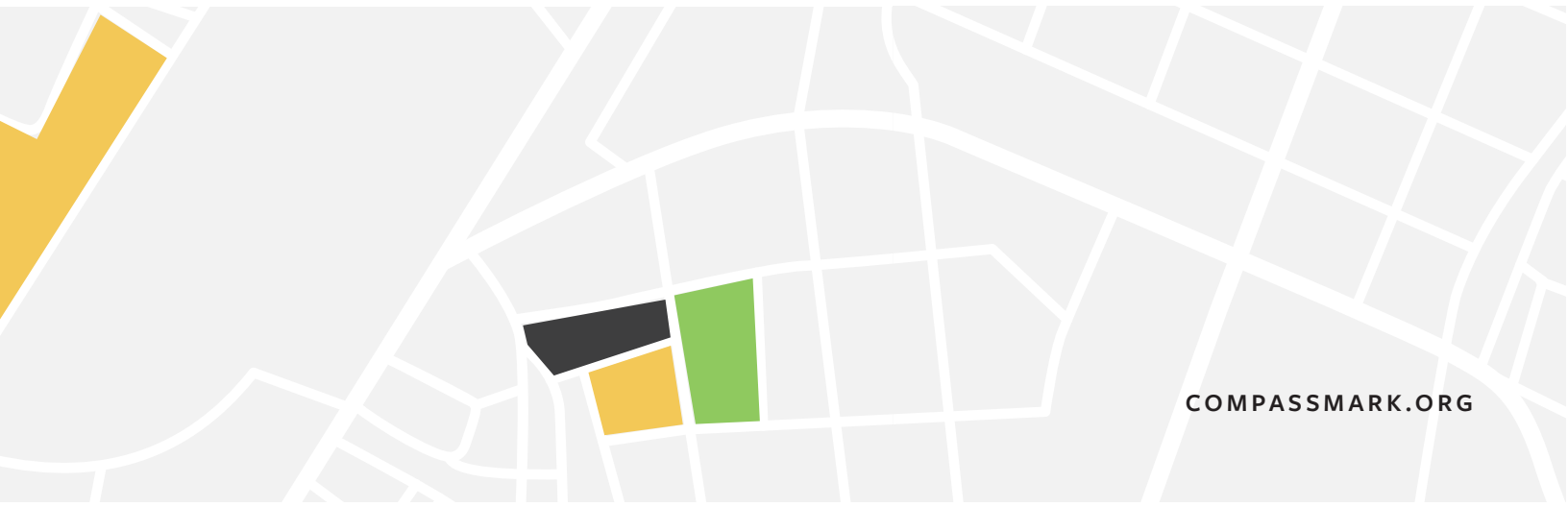
- Opportunity to place marketing materials in conference care package distributed to all 200+ attendees
- 1 Participant Registrations
- Sponsor engagement opportunities during conference
- Logo and Website featured via social media
- Logo and Website featured on Compass Mark's website
- Logo on all promotional conference materials
- Logo featured during live conference and in attendee program

## FRIEND OF POSITIVE CHANGE

**\$250**

- Line listing on Compass Mark's website
- Line listing featured during live conference and in in attendee program

**To sponsor, please fill out the sponsorship agreement form and email Katherine Walsh, Interim Development Director, at [kwalsh@compassmark.org](mailto:kwalsh@compassmark.org) or call 717-299-2831.**



# SPONSORSHIP AGREEMENT FORM

To receive full promotional benefits, sponsorship agreement must be received by September 20, 2021.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_

Facebook Handle \_\_\_\_\_

Instagram Handle \_\_\_\_\_

Twitter Handle \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_

Contact Phone \_\_\_\_\_

Brief description of your organization and what it does:

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☐ Presenting Sponsor \$2500

☐ Bronze Sponsor \$500

☐ Gold Sponsor \$1750

☐ Friend of Positive Change Sponsor \$250

☐ Silver Sponsor \$1000

## Payment Options:

☐ Enclosed is a check made payable to Compass Mark

☐ Please invoice me

**Please return your sponsorship agreement and email your logo and video (if applicable) to:**

*Katherine Walsh, Interim Development Director, at [kwalsh@compassmark.org](mailto:kwalsh@compassmark.org) or call 717-299-2831.*

*All logos should be sent as a high resolution jpeg or eps file.*