

**2024**

# **BRIDGING THE GAPS:** BUILDING INTEGRATED SYSTEMS OF CARE



## **SPONSORSHIP OPPORTUNITIES**



**COMPASS MARK**

SCIENCE-BASED ADDICTION PREVENTION



# 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 & referral services to over 10,000 people in Lancaster, Lebanon, and Chester Counties, PA.

## 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



# 2024 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 **Bridging the Gaps: Building Integrated Systems of Care.**

**The conference will be held virtually on Wednesday, April 3 and Thursday, April 4, 2024.**

Compass Mark has a strong digital 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 January 12, 2024.**

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



# 2024 SPONSORSHIP LEVELS

## PLATINUM SPONSOR

**\$5000**

- Speak during opening remarks to 300+ conference participants
- Unique branded snack box for all attendees
- WITF radio spots
- 60-second sponsor-supplied video in the preshow
- Two customized digital activations during the conference
- Option to provide welcoming remarks for keynote
- Digital list of conference participants following conference
- Virtual sponsor booth to engage with conference participants
- Marketing materials in Webex's digital resource hub - available to all 300+ attendees
- (8) Participant registrations
- Logo on all digital email campaigns
- Logo featured on Compass Mark's Positive Change event landing page
- Dedicated posts via Compass Mark's social media platforms (2,700 followers)

## GOLD SPONSOR

**\$2500**

- 30-second sponsor-supplied video in preshow
- One customized digital activation during the conference
- Option to provide welcoming remarks for breakout workshops
- Digital list of conference participants following conference
- Virtual sponsor booth to engage with conference participants
- Marketing materials in Webex's digital resource hub - available to all 300+ attendees
- (6) Participant registrations
- Logo on all digital email campaigns
- Logo featured on Compass Mark's Positive Change event landing page
- Dedicated posts via Compass Mark's social media platforms (2,700 followers)

## SILVER SPONSOR

**\$1000**

- One customized digital activation during the conference
- Option to provide welcoming remarks for breakout workshops
- Virtual sponsor booth to engage with conference participants
- Marketing materials in Webex's digital resource hub - available to all 300+ attendees
- (4) Participant registrations
- Logo featured on Compass Mark's Positive Change event landing page
- Dedicated posts via Compass Mark's social media platforms (2,700 followers)

## BRONZE SPONSOR

**\$500**

- Virtual sponsor booth to engage with conference participants
- Marketing materials in Webex's digital resource hub - available to all 300+ attendees
- (2) Participant registrations
- Logo featured on Compass Mark's Positive Change event landing page
- Dedicated posts via Compass Mark's social media platforms (2,700 followers)

## FRIEND OF POSITIVE CHANGE

**\$250**

- (1) Participant registration
- Logo featured on Compass Mark's Positive Change event landing page

**To sponsor, please fill out the sponsorship agreement form and email Tim Steffen, Director of Development and Communications, at [tsteffen@compassmark.org](mailto:tsteffen@compassmark.org). Call 717-299-2831 ext.227 with questions.**

# 2024 POSITIVE CHANGE VIRTUAL CONFERENCE

## SPONSORSHIP AGREEMENT FORM

To receive full promotional benefits, sponsorship agreement must be received by January 12, 2024.

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

Address \_\_\_\_\_

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

Website \_\_\_\_\_

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

LinkedIn Handle \_\_\_\_\_

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

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

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

☐ Platinum Sponsor \$5000

☐ Bronze Sponsor \$500

☐ Gold Sponsor \$2500

☐ 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\* & video (if applicable) to: Tim Steffen, Director of Development and Communications, at [tsteffen@compassmark.org](mailto:tsteffen@compassmark.org) or call 717-299-2831 ext.227.**

*\* All logos should be sent as a high-resolution .png file.*