

The graphic features a light blue background with several overlapping white hexagons of varying sizes and positions. The text is centered within these hexagons. The word 'NAATP' is in orange, and 'MARKETING KIT' is in dark purple. Both words have a subtle drop shadow.

**NAATP**

**MARKETING KIT**

## ABOUT US

The mission of NAATP is to provide leadership, advocacy, training, and member support services to ensure the availability and highest quality of addiction treatment.

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NAATP is a nonprofit professional society that represents hundreds of not-for-profit and for-profit addiction treatment providers who offer critical services along the full continuum of care, from intervention, transportation, private therapy, outpatient care, hospitalization, residential treatment, and continuing/aftercare. We support our members by providing **clinical and operational resources** as well as **law and policy advocacy**. NAATP's service as a convening body brings the industry together to promote collegiality and the dissemination of best practices.

NAATP's leadership is essential. The addiction treatment industry faces complex issues, such as insurance utilization, parity enforcement, changing treatment therapies, and ethics and professionalism violations. Addiction Treatment Providers cannot operate effectively in isolation. Nor will the addiction service provider field thrive separate and divided. **Professions evolve and succeed when their members communicate, collaborate, develop standards, and advocate together through a professional society.** NAATP fills this role.

Voice. Vision. Leadership

## WEBSITE AND SOCIAL MEDIA AUDIENCE

**11,000+**

Monthly  
Visitors



**1K**



**4K**

**1,000+**

NAATP  
Members



**14K**

**30,000+**

Monthly  
Page Views



**4K**



**1K**

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## NAATP MEMBERS

**1000+**

**PROVIDER**

Treatment  
Centers

**50+**

**SUPPORTER**

Addiction  
Services

**70+**

**AFFILIATE**






Vendor  
Services



We are proud to have a national presence in **48** states with growth internationally. Visit our **Addiction Industry Directory (AID)** to view a list of current NAATP members and learn more about how to **Become a Member**.

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## MARKETING OVERVIEW

-  **National Addiction Leadership Conference**
-  **NAATP Webinar Series**
-  **NAATP Member Roundtable**
-  **The Association Blog**
-  **All Ears on Addiction: The NAATP Podcast**

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# NATIONAL ADDICTION LEADERSHIP CONFERENCE

Becoming a sponsor at NAATP National demonstrates your organization's support for the leading addiction treatment association. Our continued success is only possible through the generosity of our valued sponsors.

An NAATP National Conference Sponsorship includes:

- ▶ Logo on event signage
- ▶ Logo in printed program, event mobile app & event webpage
- ▶ Verbal recognition at event
- ▶ 1 complimentary attendee registration per \$3,000 of sponsorship support
- ▶ Option to co-sponsor and cost share larger opportunities

Sponsorships are available in the following tiers:

Tier 1: \$10,000

Tier 2: \$5,000

Tier 3: Less than \$1,000+

\*For a complete list of sponsorship opportunities and details, visit our [Conference Sponsorship Prospectus webpage](#)

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# NAATP WEBINAR SERIES

NAATP's Webinar Series is an educational offering that began in 2018. Monthly webinars are presented by industry experts on key topics in addiction treatment with an audience of 100+ attendees.

**A Webinar Sponsorship includes:**

- ▶ Logo + hyperlink on webinar webpage & email blasts (2)
- ▶ Logo on presentation powerpoint
- ▶ Tagged on social media
- ▶ Blurb (1-2 min) read by NAATP staff during presentation
- ▶ Blurb content to be approved by NAATP staff

Pricing:

\$1,000 / Webinar (members)

\$1,500 / Webinar (non-members)

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# NAATP MEMBER ROUNDTABLE

NAATP Member Roundtables are regional events held throughout the year for NAATP members and non-member organizations interested in learning about NAATP membership services, understanding how to utilize member benefits, and networking with addiction treatment professionals in your area. **A Roundtable Treatment Partnership\* includes:**

- ▶ Logo on event email invitation
- ▶ Logo on event webpage
- ▶ Logo on luncheon menu & presentation powerpoint
- ▶ List of roundtable attendees' names
- ▶ Verbal recognition at event

#### Pricing:

\$500 / Roundtable

\* Roundtable Treatment Partnerships are available only to NAATP members at this time. Partnerships are non-exclusive and multiple organizations may sponsor each event. Visit our Member Roundtable webpage for further details.

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# THE ASSOCIATION BLOG

The Association Blog features posts from NAATP staff and guest writers and is a space for facilitating discourse, sharing resources, and advocating best practices to move addiction treatment and recovery forward.

A Blog Post Sponsorship includes:

- ▶ Logo + blurb + hyperlink on blog post page
- ▶ Blurb content (up to 100 characters) to be approved by NAATP staff
- ▶ Content marked "Sponsored Content"

Pricing:

\$500 / Blog Post (members)

\$750 / Blog Post (non-members)

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## ALL EARS ON ADDICTION: AN NAATP PODCAST

The NAATP Podcast is a monthly podcast series hosted by industry experts, focused on timely topic areas in treatment and recovery. A Podcast Ad Spot includes:

- ▶ Logo + hyperlink in episode show notes
- ▶ Logo + blurb + hyperlink on episode webpage
- ▶ Tagged on social media
- ▶ Blurb content (15- or 30- sec) to be approved by NAATP staff

Pricing (Per Episode)\*:

\$250 / 15-sec Ad (members) or \$500 / 30-sec Ad (members)

\$500 / 15-sec Ad (non-members) or \$750 / 30-sec Ad (non-members)

\* Multi-episode podcast ad packages are available.

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# MARKETING ELIGIBILITY AGREEMENT

Compatibility with the mission and values of the National Association of Addiction Treatment Providers ("NAATP") is important. NAATP reserves the right to determine eligibility and to accept or reject any exhibitor, sponsor, product, or promotion, at any time, that is not consistent with NAATP's mission, values, ethics, character, or the purpose of the event/platform. NAATP has the right to refuse, at any time, any organization or material that does not fit with NAATP's mission or values. This determination is made at the sole discretion of NAATP.

- ▶ The application process requires your acknowledgment and acceptance of this Agreement.
- ▶ Application and payment do not constitute acceptance. If rejected, a full refund will be considered and may be provided.
- ▶ Sponsorship and advertising applications are reviewed by staff for approval or denial.

We encourage you to review the marketing opportunities in detail. Please contact us at [info@naatp.org](mailto:info@naatp.org) or call 888.574.1008 if you would like to discuss the development of marketing packages that meet your organization's specific needs.

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