



**ANTI-STIGMA**  
**INSTITUTE**

**20**  
**24**

# Sponsorship Packet



**ADDICTION**  
**POLICY FORUM**

# Anti-Stigma Institute

The inaugural Anti-Stigma Institute will be held in Washington, DC on October 28-29, 2024. To facilitate opportunities for meaningful interaction between and among Institute participants and faculty and networking opportunities, we keep the event intentionally small with a limited 50 spots. Register today!



Location      2102 L St, NW, Suite 300,  
Washington, D.C. 20037

Date            **October 28-29, 2024**

# Why Your Sponsorship Is Valuable

Negative attitudes and behaviors toward individuals with a specific characteristic, like addiction, are also known as stigma. The consequences of the stigma around addiction are substantial.

Research has found that individuals who experience stigma due to an SUD are more likely to continue engaging in substance use and manifest greater delayed treatment access and higher dropout rates. Stigma prevents struggling people from reaching out for help and isolates families affected by the disease who fear being judged by their communities. The public and many professionals continue to view SUDs as a moral failing, reinforcing discriminatory policies and practices and further isolating and deters those struggling to seek help.

## **Your support will:**

- Help us tackle the stigma nationwide. By becoming an Institute Sponsor, you will be helping eradicate a major barrier to treatment and recovery and bring two stigma interventions to 50 communities in need.
- Increase your organization's visibility among industry experts. Enhance your reputation as an organization committed to addressing pressing societal issues and advancing evidence-based interventions.
- Engage in networking opportunities with key leaders in the field. This event is for a diverse range of stakeholders, including healthcare professionals, policymakers, community leaders, and individuals directly impacted by substance use disorders.

# Participants will be equipped with tools and resources to tackle stigma in their community.

## After training with us, participants will:

- Gain in-depth knowledge about stigma and its manifestations.
- Become certified to deliver evidence-based stigma interventions in your community.
- Learn how to deploy a survey on stigma in your community using validated instruments.
- Deploy an anti-stigma addiction social media campaign.
- Join a community of individuals working to eradicate the stigma around addiction.



## Platinum Level: \$20,000

- ★ Name and logo recognition on the event and registration webpage
- ★ Two promotions on social media
- ★ Name and logo on event agenda
- ★ Acknowledgement in our post-event “Thank You”
- ★ Name included in press releases
- ★ Promotion in Addiction Policy Forum newsletter
- ★ Sponsor-provided promotional item to be included in registrant’s tote bag
- ★ Signage at continental breakfast and lunch
- ★ Registration for two representatives
- ★ Scholarship for one person to attend in your name
- ★ Name or logo on the event tote bag

## Gold Level: \$10,000

- ★ Name and logo recognition on the event and registration webpage
- ★ Two promotions on social media
- ★ Name and logo on event agenda
- ★ Acknowledgement in our post-event “Thank You”
- ★ Name included in press releases
- ★ Promotion in Addiction Policy Forum newsletter
- ★ Sponsor-provided promotional item to be included in registrant’s tote bag
- ★ Signage at continental breakfast and lunch
- ★ Registration for one representative

## Silver Level: \$5,000

- ★ Name and logo recognition on the event and registration webpage
- ★ One promotion on social media
- ★ Name and logo on event agenda
- ★ Acknowledgement in our post-event “Thank You”
- ★ Name included in press releases
- ★ Promotion in Addiction Policy Forum newsletter
- ★ Sponsor-provided promotional item to be included in registrant’s tote bag

## Bronze Level: \$1,000

- ★ Name and logo recognition on the event and registration webpage
- ★ One promotion on social media
- ★ Name and logo on event agenda
- ★ Acknowledgement in our post-event “Thank You”
- ★ Name included in press releases



# Sponsorship Benefit Quick Guide

Sponsor Benefit	Platinum	Gold	Silver	Bronze
Name and logo recognition on the event and registration webpage	★	★	★	★
Promotion on social media	2	2	1	1
Name and logo on event agenda	★	★	★	★
Acknowledgment in our post-event "Thank You"	★	★	★	★
Name included in press releases	★	★	★	★
Promotion in Addiction Policy Forum newsletters	★	★	★	
Sponsor-Provided Promotional Item to be Included in Registrants' Tote Bag	★	★	★	
Co-sponsorship of continental breakfast & lunch-signage at food and beverage locations	★	★		
Registration for institute representative	2 representatives	1 representative		
Scholarship for one attendee in your name	★			
Name or logo on a branded bag	★			

# Event Sponsorship Opportunities

## Sponsor Information

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Level of Sponsorship Selected:

\_\_\_\_\_ Platinum \_\_\_\_\_ Gold

\_\_\_\_\_ Silver \_\_\_\_\_ Bronze

Please complete this form and submit it by

- email to [trainings@addictionpolicy.org](mailto:trainings@addictionpolicy.org) or
- mail to Addiction Policy Forum 4701 Sangamore Rd Ste 100N -  
1173 Bethesda, MD 20816

For more information about sponsorship opportunities and other ways to support the Addiction Policy Forum, visit

[www.addictionpolicy.org](http://www.addictionpolicy.org) or email us at [info@addictionpolicy.org](mailto:info@addictionpolicy.org)

# About the Addiction Policy Forum

The Addiction Policy Forum is a nationwide nonprofit organization dedicated to eliminating addiction as a major health problem. Our national headquarters are located in Bethesda, MD with resources and services in every state. Founded in 2015, our strategic priorities include helping patients and families in crisis, ending the stigma around addiction, expanding prevention and early intervention, increasing the uptake of evidence-based practice and advancing patient-led research.

**Our strategic priorities make an impact every day.**





