

Living the Stigma: Understanding Addiction & Overcoming Prejudice

28th November 2023

Sponsorship Opportunities

As we build upon the success of our previous online events, we aim to spotlight the impact of stigma against people who experience addiction and offer strategies for overcoming it through education and policy change.

We will hear from a range of speakers including presentations from **clinical professionals, third sector leaders, and people who have lived experience of stigma.**

Previous NHS APA conferences have attracted Directors of Public Health, Substance Misuse workers, Public Health Commissioners, ICS/PCN (previously CCG) leads, Drug & Alcohol Recovery Managers, Directors of Operations, Senior Managers & Decision Makers, Partnership Coordinators, Behaviour Support Managers, Academics, Health Sectors, Local Authorities, Voluntary Sector, Treatment Funders, Researchers and Policy Makers.

The conference will centre the voices of lived experience and address:

- How we can truly understand the impacts of addiction and the subsequent stigma faced;
- How we can educate ourselves and others on issues related to stigma;
- Strategies for overcoming prejudice and stigma against people who experience addiction.

Within the programme of events for this year's conference, a number of sponsorship packages are available.

Last year's conference saw global attendance from over 700 delegates; this year we are expecting attendance from an even larger audience of 700 - 1000 delegates.

We will be running this conference annually and hope to build long lasting relationships with our sponsors.

Format:

The virtual conference will be hosted on a web based solution, providing a streamlined and interactive experience for delegates. To see previous year's events, please visit our website: <https://www.nhsapa.org/stigma-conference-2022>. See the next page for information on the packages available and how you can sponsor a digital event.

If you are interested in sponsoring the event, please contact Candie Lincoln:
admin@nhsapa.org

NHS Addictions Provider Alliance 2023 Virtual Conference

Packages	Package Content	Tickets	Assets Required
Package 2: £1500	<p>Appear as a listed sponsor on the main conference page with links to an external website and be included as a sponsor in conference emails and all website pages related to the conference.</p>	1	<ul style="list-style-type: none"> - Vector graphic logo. - Web address and contact information for enquiries.
Package 3: £3000	<p>Package 2 plus:</p> <ul style="list-style-type: none"> - A dedicated sponsor page linked from the main NHS APA conference landing page. The dedicated sponsor page can contain information about products, videos or downloadable documents. - Downloadable documents can be provided and included in the digital delegates pack. 	2	<ul style="list-style-type: none"> - All of the above plus: - Short descriptions for product or organisation promotion on conference landing page. - Company blurb for dedicated sponsors page. - Links to any videos (MP4 format or YouTube links) or pdf documents you wish to also be hosted for viewing or download.
Package 4: £5000	<p>Package 2 and 3 plus:</p> <ul style="list-style-type: none"> - Level 4 sponsors can also sponsor a specific programme session where at the end of the seminar a promotional offer or product advertisement can be tailored and presented to all attendees. This can also be linkable to the sponsors landing page or own website or webinar. - A sponsor can host an external webinar link (managed and hosted by the sponsor) that delegates can click on to meet with your representatives which will be advertised within the conference programme and landing pages. - Downloadable documents can be provided and included in the digital delegates pack which will be provided to delegates at the end of the event. - A featured segment in the post event communication to all registered delegates. - A 20 minute presentation or opportunity to connect during lunch at the annual APA Away Day. <p><i>Please note that package 4 sponsorship is limited to 2 organisations. Package 4 sponsorship will be offered on a first come, first serve basis, contingent on approval from the NHS APA Board.</i></p>	5	<ul style="list-style-type: none"> - All of the above plus: - Content and assets for email communication. - Assets for digital delegates pack. - Assets for offer promotion within sponsored seminar.

How could your sponsorship look?

Package 2, 3 and 4 sponsors will feature at the top of the conference page viewed by all delegates throughout the day.

Our 2021 Sponsors

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Send Enquiry

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Learn More

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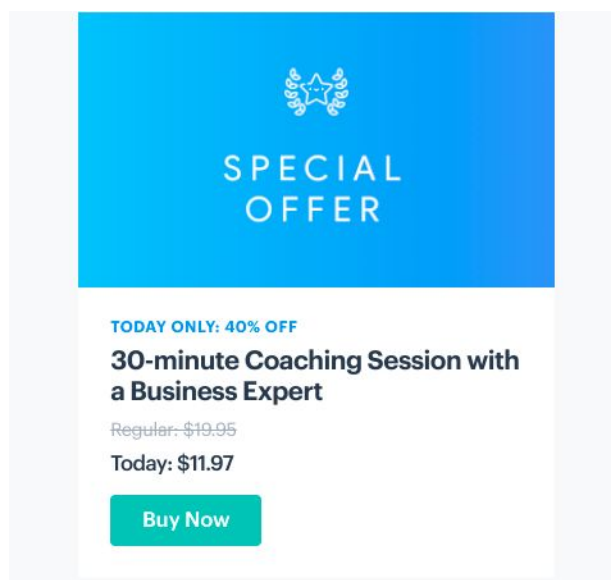
How could your sponsorship look?

A package 3 or 4 sponsor page could look like this, fully customised to your organisation's brand colours and products.

The image shows a digital interface for a virtual conference. At the top left is the NHS Addictions Provider Alliance logo. At the top right is a navigation bar with 'conference' and a 'menu' icon. The main banner features a dark blue background with the text 'COMPANY NAME' in large white letters, a 'NHS APA Conference Sponsor 2021' logo, and a graphic of a DNA helix and two pills. Below the banner is an 'ABOUT' section with placeholder text and a 'VISIT OUR WEBSITE' button. To the right is a 'JOIN WEBINAR' button with a video call interface. Below that is a 'PRODUCTS' button with a graphic of a person and a rising bar chart. The bottom section is an 'ENQUIRE' form with fields for Name, Telephone, Email, and Job Title, a 'Type to Comment' text area, and a 'SUBMIT' button. At the very bottom are three 'Contact' buttons with person icons, and social media icons for Twitter, Facebook, and Instagram.

How could your sponsorship look?

Level 4 sponsors will be able to sponsor a specific session and customise a promotional offer which will appear at the end of that session to all delegates, similar to the screenshot below.



The screenshot shows a promotional banner with a blue header containing a logo and the text 'SPECIAL OFFER'. Below the header, it states 'TODAY ONLY: 40% OFF' and '30-minute Coaching Session with a Business Expert'. The regular price is listed as '\$19.95' and the current price as '\$11.97'. A green 'Buy Now' button is at the bottom.

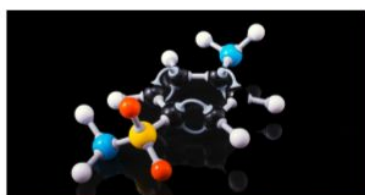
Below is an example of how level 4 sponsors would appear in the post-event communication to delegates.



THANK YOU TO OUR SPONSORS!

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SPONSORS



ABOUT [COMPANY]

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SPONSOR PAGE

Terms and Conditions

The NHS APA is a not for profit organisation and operates a fair policy with regard to sponsorship. Organisations wishing to sponsor the conference will be reviewed and assessed in terms of the NHS APA's ethical guidelines and standards prior to sponsorship being agreed.

Sponsors will have no input into any aspect of the conference design, development or delivery and no access will be granted to conference speakers, organisers or leaders outside that stated in each specific sponsorship package. Sponsors will have no influence or input into the content of the conference.

Sponsors are free to register as delegates and participate in the conference as such. However, when participating in the conference as a delegate, sponsors will not be permitted to canvas other delegates to influence them to view any specific sponsorship assets or participate in any external webinars. Delegate participation in these activities must be of their own volition.

The sponsorship packages offered are productised and limited in terms of customisation per sponsor. Legal or requested changes to the sponsorship offer will be reviewed but cannot be guaranteed.

The NHS APA offers no exclusivity rights to sponsorship of the conference.

Package 4 sponsors can choose to sponsor specific elements of the programme, this will be offered on a first come, first served basis.

There will be a fixed deadline of the 31st of October for all assets to be provided to the conference organisers. After this point any missing assets will not be included and any requests for further work to any aspect of the sponsorship offer will not be accepted. The sponsor will however be liable to pay for the full sponsorship package costs.

A sponsorship training and demo video will be produced for all sponsors to review and a proforma will be issued to adhere to in terms of timings and asset requirements.